AUG 12 1935

THE Publishers' Weekly

The American Book Trade Journal

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VOL. CXXVIII AUGUST 10, 1935 NO. 6



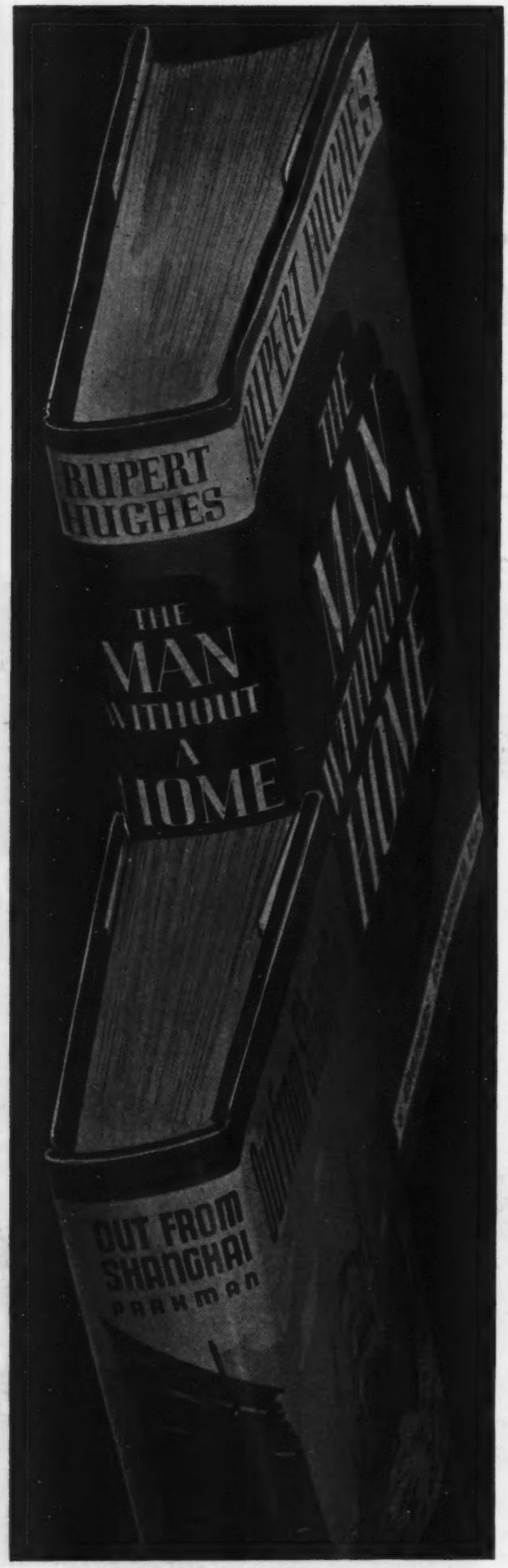
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THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions $5; Canada $7.50; Foreign $6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1935 by R. R. Bowker Co.



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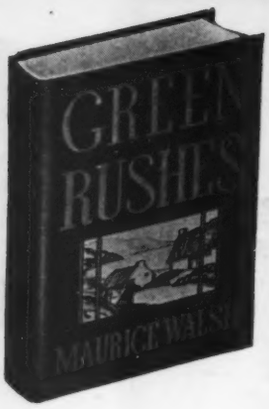


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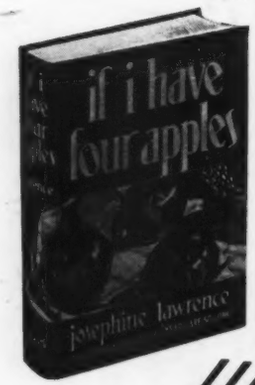
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Josephine Lawrence

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TREE TOAD. The only biography of a boy ever written by the boy himself (unless Mark Twain was Tom Sawyer and Huck Finn). Watch for heavy sales on this one. October 15. $2.00

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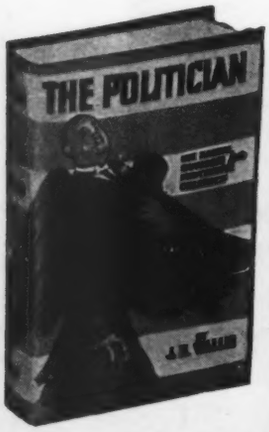
THE ROAD TO GLORY. A breathlessly readable novel which sweeps one through the young Napoleon's major thrust for glory in Italy and tells much of his passion for the notorious Josephine. October 22. $2.50

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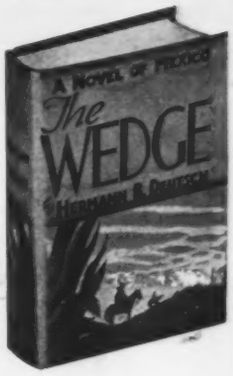
WAR—*No Glory, No Profit, No Need.* The only book on war which is so simple, short and readable that it will interest everyone. It shows convincingly what war is and how it may be prevented. October 11. $1.50

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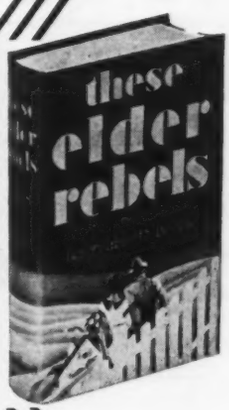
BOLD BLADES OF DONEGAL. For humor and excitement your customers will enjoy the adventures of young Dinny and his Bold Blades, the Irish counterparts of Penrod and Skippy—touched by the magic of a born story teller. August 14. $2.00

L. M. Montgomery

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Helen Abbott Beals

THESE ELDER REBELS. For gay and pleasant reading recommend this novel of parents who rebel at being shelved as well as of the children who find it pleasanter to stay at home and depend on Dad and Mother for a living. August 15. $2.00



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WE THE ACCUSED. Of this powerful novel of crime and its consequences HUGH WALPOLE wrote the author "Magnificent . . . it will be compared with Dreiser's *An American Tragedy.*" Chosen by two English book clubs. August 22. $2.50

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$10,000 Advertising on these Non-Fiction Leaders

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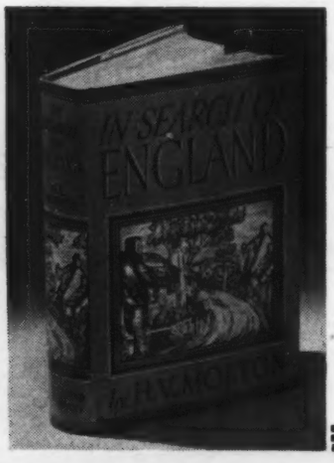
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A new Peter Clancy detective story in which the plot turns on the question —so often arising in actual life—Was it murder—or suicide? Clancy finds the answer where you'd least expect it. $2.00

★PERSIAN CONQUEROR

By George S. Hellman

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In SEARCH of ENGLAND

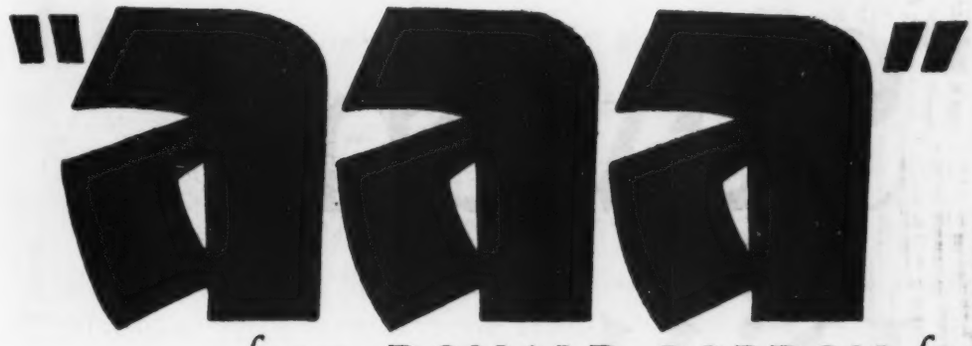
By H. V. Morton

A new, revised edition of the most popular of the famous "Search" books with a prefatory note by the author and 16 new, full-page illustrations. 317 *pages.* $3.00

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from the publishers of PERSONAL HISTORY,' FRANCIS THE FIRST, COME AND GET IT EUROPEAN JOURNEY, GERALD . . .



from DONALD GORDON *for* **THE INQUISITOR**

HUGH WALPOLE'S new Cathedral Town novel. Walpole a the top of his writing form in a story of love, greed, murder, in th well-remembered scene of *The Cathedral* and *Harmer John.* Helps fin ish off August in a **blaze of cash,** says Gordon. Aug. 28—$3

Literary Guild Selection—
Over-size, 496 pp., wrappe
by Edward A. Wilson



also for **THE BEACHCOMBER**

WILLIAM McFEE returns to his first love, the sea—in a nev Spenlove story. His best chance for sales since *Casuals of the Sea,* say Virginia Kirkus. Aug. 23—$2.50 ***Doubleday, Dora***

* 7th large printing on press

To be published on Friday, October 25th

T. E. LAWRENCE

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A Triumph

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DOUBLEDAY, DORAN & CO. *Inc.*

The most important book of our generation

HARDLY in modern history, or in modern literature, have there been a name and a book about which clusters such a wealth of legend, mystery and greatness as LAWRENCE OF ARABIA and *"Seven Pillars of Wisdom"*

LOST at Reading Station, London, Christmas, 1919—re-written from memory (*Book IV between sunrise and sunrise*)—printed in sheets at Oxford in 1922—issued in perhaps 100 privately printed copies in 1926 in England, and in America in an edition of 18 copies at $20,000 each, available only to subscribers acceptable to the author—this work of 280,000 words is filled with the martial Homeric music, the adventure and the philosophy of a soldier who was also a master English stylist.

The recent death of Lawrence makes possible this first public edition of one of the world's most famous books, containing the author's full narrative of his unparalled campaign in Arabia.

IN March, 1927, a much abridged version was issued under the title *Revolt in the Desert,* which remained for sale until withdrawn by the author. This book was, as you remember, a best-seller and stock item, a source of vast profit to publisher and bookseller alike, having sold in the neighborhood of one million copies. It should be made clear that *Revolt in the Desert,* under the terms of this new publication, will never again be re-issued in any form. SEVEN PILLARS OF WISDOM is the definitive work—unchanged, unabridged, unexpurgated.

DOUBLEDAY, DORAN & COMPANY announce two editions of the work: 750 copies priced at $25 each in a *Limited Edition,* September 18; as well as a *Regular Edition* at $5 a copy, October 25. There will be forty-eight full-page illustrations by Augustus John and other artists. (In the *Limited Edition,* four of these will be in full colour.) The size will be 7½" x 10". Paper, binding, printing, wrapper will be in keeping with a classic of English Literature.

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WILLIAM ALLEN WHITE *says*: Here is a book about the freedom of the American press, which for once tells the truth, all the truth, and nothing but the truth. Every country has a skeleton in its newspaper closet. Every country's skeleton is formed out of its peculiar shortcomings, and America can do no better than take a square look at her own skeleton. We are too prone to feel virtuous without cause. American journalism has its good points. No nation on earth has more enterprise, displays more honesty in the general run of the news, and no nation has a wider opportunity for a free press than America. But too often we do neglect our opportunities. Too often enterprise is the corn trail leading to the trap of propaganda. Mr. Seldes has painted American journalism, warts and all, an honest, sturdy portrait. It is good for sore eyes to take a square look at it. $2.75

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By JILL EDWARDS

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Not since *The American Black Chamber* have we published a book with such timely publicity value as this. It answers in full, *for the first time,* the questions every newspaper reader is asking daily about the new, almost miraculous, methods that science has developed for the detection of crime.

Detective-story fans will find here true stories of scientific ingenuity that will leave them gasping. If a criminal fires a gun, ballistics gets him. If he raises a check the "black-light" camera can penetrate through his writing. If he uses a subtle poison, the toxicological laboratory finds and identifies it. If he leaves a scrap of paper, the ink on it can be traced back to his own inkwell; or the typewriting to his own typewriter. Even if he wears gloves, a drop of perspiration from his nervous fingers can print his pore-patterns on a flat surface, to his eventual grief. And some criminologists—a very few—are able safely to use that mysterious, dangerous drug scopolamin, the "truth serum" which literally makes it impossible for a man to lie. Eleven illustrations. $2.50

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Lawyers, doctors, engineers, judges, police officials, social workers and newspaper men are a sure market.

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Murder in a Newspaper Office—First Class!

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By CHARLES G. GIVENS

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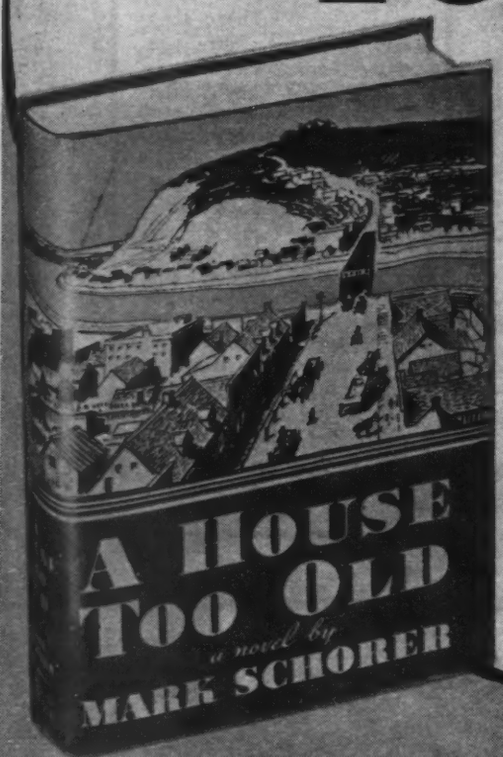
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NEW! WELL

A Fine
Wisconsin Novelist to Put
Beside Zona Gale and Glenway Wescott

A House Too Old

By MARK SCHORER



This is the powerful story of a Wisconsin town and of its people—of a splendid dream and the grubby reality erected on its ruins by strong and greedy men and women. It has an intense emotional drive, a finished technique, and a remarkably mature perception for a young writer. We're backing it to the limit—for discriminating booksellers and readers.
Sept. 5. $2.50

The Constant Sex By ELIZABETH CORBETT

Donald Gordon says: "The author of *The Young Mrs. Meigs* makes her usual good yarn for the ladies." They'll like Hilda Stanton and her fight for freedom. Poster available. Will be advertised nationally.
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Just Published. $2.50

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By JOHN K. WINKLER

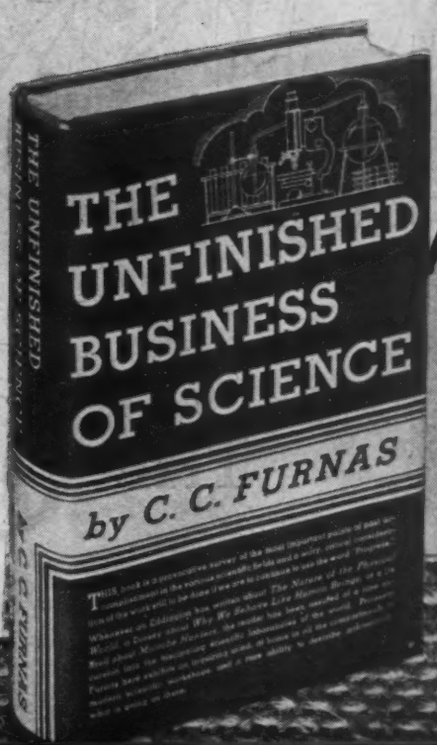
Begins with a beautiful French girl who married a watchmaker and founded a great commercial dynasty and ends with a Du Pont who married a bar maid and lived like a gentleman. Winkler at his best. Coming Sept. 11. $3.00

Sales and Profits in This "Exciting Reading"

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By C. C. FURNAS

Virginia Kirkus rates this "exciting reading . . . in such ABC language that the wariest novice in science will be fired with curiosity and the urge to go further." It is in the class of Slosson's *Creative Chemistry* and is certain to be one of the big books of the fall in popular science. We commend it to you without reservation. *Sept. 5.* $3.00



New York

THE Publishers' Weekly

The American Book Trade Journal

takes this opportunity of reminding its many friends that *Books for Children* will be featured in its issue of August 31st. Besides being a comprehensive survey of the juveniles to be issued by all publishers, this number will include an index by author and title, and will carry special feature articles by men and women who are specialists



THE CHILDREN'S

in this field. ¶ May we suggest that publishers who have books on which they wish dealer cooperation can effectively use this issue to tell their story in full? The page rate is still $80. (or less according to contract) and copy is due by August 23rd. ¶ Make your reservations now. Address the Advertising Manager, Louis C. Greene, at 62 West 45th Street, N. Y. C., or phone him at MUrray Hill 2-0150.

August 31st.



S BOOKS NUMBER

For many years critics have been predicting a great career in literature for a young writer of short stories by the name of

ALVAH C. BESSIE

This prediction will be confirmed on August 27th by the publication of the distinguished novel

Dwell in the Wilderness

Dwell in the Wilderness is a Grant Wood mural come to life! What the artist has done in line and color, the writer has done in words and phrases. He reveals the secret and apparent life of a real American family rooted in the midwest. It would be unfair to the book to say that sex and its frustration motivate the story, and yet without this dark, tragic threat to the wholeness of the lives of Eben, Amelia and their four children, the story would lose much of its human significance. It is a long, rich book full of delights and surprises for every type of reader. To be published August 27th. 468 pages, $2.50.

Mr. Bessie's short stories have been reprinted year after year in the O'BRIEN BEST SHORT STORIES *anthologies.* HARRY HANSEN *said of him: "An author who is a keen psychologist, who can read motives in simple behavior and then tell it in a style that fits the content." This year he has been awarded a* GUGGENHEIM FELLOWSHIP.

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Value $35 · TOTAL VALUE OF AWARD $135

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TOTAL VALUE $60

This contest is open to all bookstore or stationery store owners, managers, buyers, and salespeople. Tell us in about 200 words what you have found to be the most effective selling points for the New Merriam-Webster—Webster's New International Dictionary, Second Edition. For the best essays submitted, the G. & C. Merriam Company, Publishers of the Merriam-Websters, will award prizes.

50 *Additional Prizes*

of Webster's Collegiate Dictionary in the handsome Fabrikoid binding, value $5.00 each, awarded to the 50 essays next in merit to the three main prize winners.

Your essay will be judged, first, by the value of your selling ideas, and second, by the effectiveness with which you present them. The decision of the judges will be final, and will be announced in Publishers' Weekly as soon as possible after October 15th, the closing date of the contest. In case of ties, duplicate prizes will be awarded. Winning essays become the property of the G. & C. Merriam Company.

JUDGES

Frederic G. Melcher, Editor, Publishers' Weekly.
Charles K. Jackson, of Burrows Brothers Co., Cleveland.
Robert C. Munroe, President, G. & C. Merriam Company, Springfield.

Send entries direct to
G. & C. MERRIAM CO., Springfield, Mass.

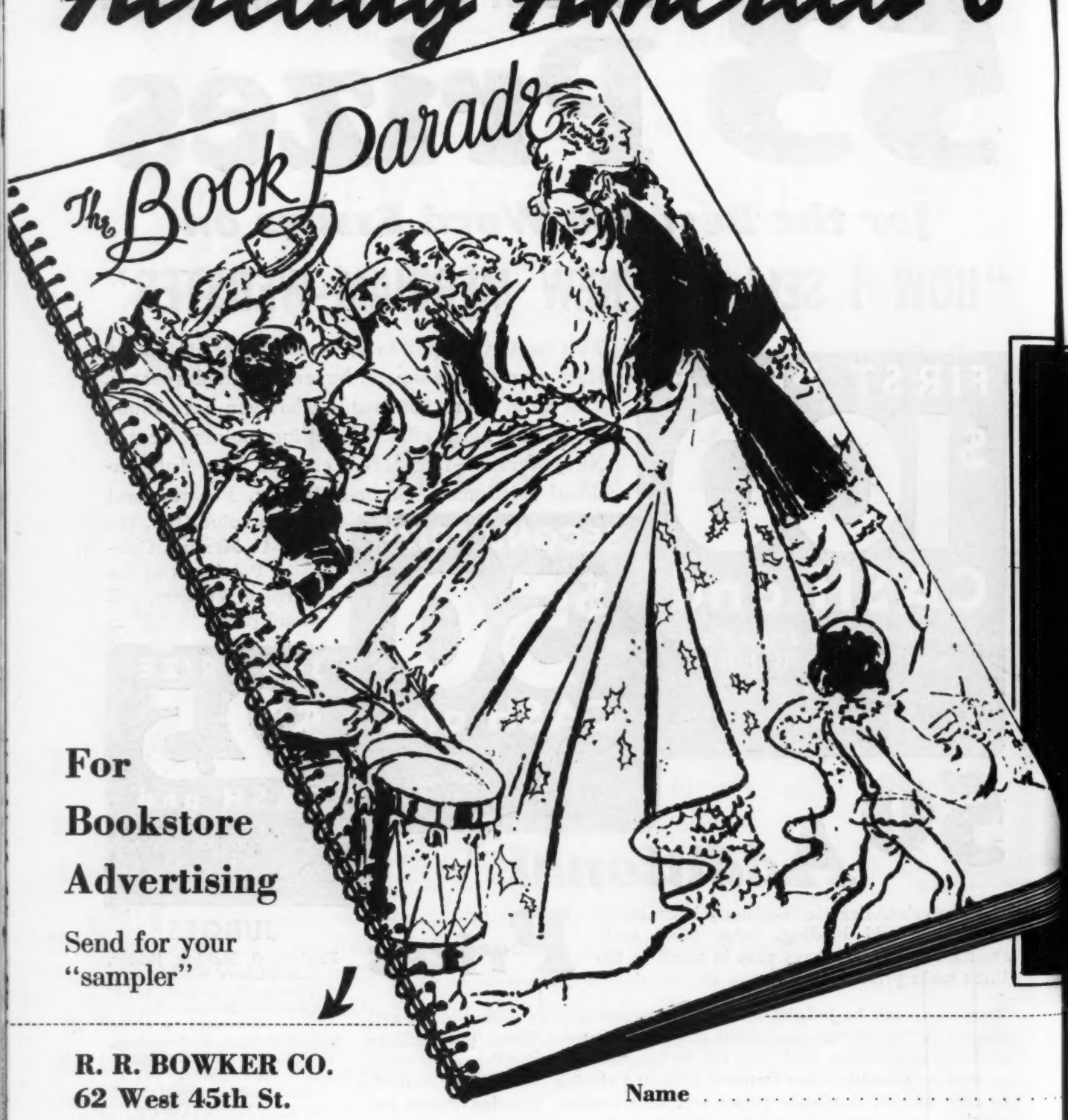
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We will send you immediately, upon request, reproductions of current Merriam-Webster advertising, descriptive pamphlet with specimen pages, and a valuable summary of Merriam-Webster selling points especially prepared for bookstore salespeople. You will find many helpful hints in this material for preparing your essay. Write for Contest Idea Packet at once.

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Every part of "THE BOOK PARADE"—the mailing envelope, the book itself, and the reply order cards—has been planned and decorated to illustrate the mood of the season and of books. It will sell books!

SPIRAL BINDING ***gets prompt attention. The catalog opens flat and stays flat. Every page is a front page. It is the strongest known binding. And it is right up to the minute in style and smart appearance.***





The new novel by

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AUTHOR OF "THE SHELTERED LIFE," "BARREN GROUND," *ETC.*

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Essential sales notes for the trade are these . . . It is a major novel by the American writer who has few peers in achievement, in reputation, and in popular following . . . As such, it will be among the topmost demand books throughout the fall, Christmas, and spring seasons . . . $15,000 in advertising is guaranteed over this period . . . Promotion at present consists of posters, which are ready for your request, and imprinted card announcements (also to be asked for) which go to press August 15 and will be supplied in time for September first mailing.

OUT AUGUST 29 *462 pages, $2.50*

HARCOURT, BRACE AND COMPANY
383 Madison Avenue, New York

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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

AUGUST 10, 1935

Denmark Sells More Books per Capita than Any Other Country in the World! Why?

A Few Points to Contrast with U. S. Booktrade Methods

MARGARET SWAIN BEECHER

Mrs. Beecher was for six years with the Bookshop for Boys and Girls in Boston. She says that for much of the information contained in this article, she is indebted to the kindness of Axel Frolund, of the Gyldendalske Boghandel. Founded in 1770, Gyldendal is Denmark's most important publishing house.

How was it possible for Denmark with a population of 3,500,000 to sell 46,000 copies of her translation of "Little Man What Now," while Germany with 60,000,000 people sold only 110,000 of the original edition? Germany with more than seventeen times the people sold only a little better than twice as many books.

Are you surprised to hear that Denmark has sold more copies of "Safari" translated into Danish, than we sold of the original American edition?

Perhaps a glance at publisher and bookseller, and bookseller and public relationships will give some answer to this.

Publishers' *discounts on outright orders* are as follows, School or textbooks, 20-25%, Fiction 1 copy 30%, 5 copies 35%, 25 copies 40%, Juveniles 45%. *Discounts on Consigned Orders* are for adults 30%, and for juveniles 35%.

Though I give this prosaic list of discounts, observe that the human element enters into its application. For example, the proprietor of a shop in an outlying district of Jutland will be given 40% on an order of 5 copies, because his best efforts can sell 5 no faster than a large department store in Copenhagen can sell 25. *Bookshops must represent all titles the publishers wish,* on consignment if they prefer.

Books out on consignment are checked once a year by publisher and bookseller: The bookseller returns those books he does not hope to sell. The publisher recalls those books he can use to better advantage in another territory.

Retail prices are generally less than ours: The average novel ranges in price from 4 to 12 kroner ($.88 to $2.64) depending on size and quality.

The majority of books are paper bound (Let horror-struck Lending Librarians save their alarm for a later paragraph where they will learn that Rental Libraries, as we know them, have been abandoned in Denmark): The particular advantage here is lower prices. Further, the publisher points out that the resulting shelves of books are more varied and interesting. And finally, paper covers can easily withstand the average number of readers in one family.

Books are not reprinted until five years after the original publication. Exceptions can be made for books on current news material. But the public can be confident in buying a book to-day, that it will not be available next year at half the price, or less. Such maintenance of public confidence is

considered of supreme importance in spreading the habit of book buying.

The appearance of "Anthony Adverse" on April 1st served to impress on me another policy of Danish publishers. No advance clamor. When the book was available, then was time enough to talk about it. Gyldendal published three editions of "Anthony." One is a handsomely bound volume, the binding a facsimile of one of the first Gyldendal publications. The second is a three-volume set bound in half calf. And the third is a series of ten paper volumes with gay jackets, sold as a subscription set, or on the instalment plan. On the publication day, every bookshop in Copenhagen was brilliant with posters of "Anthony," with volumes and volumes of "Anthony," and with eulogies of the work from many lands. Until that day nothing had been said of the forthcoming wonder. It came upon the public over night.

There is a fabulous number of Danish bookshops. Copenhagen with 771,000 people has about 200 bookshops. There are the large and efficient organizations such as our Brentano, Scribner, Old Corner, etc. But for the customer who is overawed by invading so imposing a shop there are numberless small shops, usually selling postcards, ink, and paper, too. Here he feels as much at home as in his "Bageri" or "Smørforretning." These latter are present on every corner and in every block. Wherever one lives one may buy bread, butter, eggs, and books almost without leaving one's own building. The fact that one finds bookshops not only in the fashionable shopping districts, but in every locale, seems a reflection—or perhaps cause—of the book interest of the people as a nation.

I almost came to blows with Mr. Frolund on the subject of book clerks or undersalesmen. Before becoming publicity manager for Gyldendal, he himself sold books for a considerable length of time. Innocently enough I asked if the publishers sent books out in advance so that the trade would read and know them. When the heat of our ensuing discussion had subsided, I came away with the impression that the average bookseller would do well, even *very* well, not to set himself up as a literary critic. The purpose of the bookseller is to encourage people to read—not to try to cultivate the literary tastes that come with an A.B. or a Ph.D. in everyone who enters the shop. So many salespeople are too high-brow and bore prospective customers with their evaluation of books. What the customer wants to know is—is it readable? Answer that and you've often said enough. I bristled with indignation for all our bright young, and not so young, salespeople who have a following eagerly awaiting their say-so, before buying even a front-page-of-the-*Times* book. Surely there are people both in Denmark and in the States who want the personal judgments of a bookseller who, because he reads so many books, must have some ability to isolate sheep from goats—not only as to story, but also as to style.

I must admit that indignation did not clear my brain to hear positive denials of all my impulsive back talk. But now, peacefully seated at my desk, I realize there is another and far larger public than the highly educated class to which a large per cent of U. S. bookshops cater. There is an honesty in the relationship of bookseller and public in Denmark which does not universally exist in the States. I believe that many a customer enters our shops and buys a book over his head because he is too proud or too meek to let the bookseller know he is not high-brow. As she will steer clear of the shop which says, "That, you wouldn't buy that blouse, would you, why it's rayon!" and forces her to spend twice as much as she can afford, merely for pride's sake, so a woman will go without a book, or devote her reading time to magazines, if she does not feel up to admitting she wants "trash." How many bookshops do you know which cater to simple people who read for fun and never have heard of James Joyce?

In Denmark publicity acts slowly and thoroughly. A flash in the pan, such as our novels out in January and dead in April, does not happen. The emphasis is not on reading this book because it is new to-day, as it so often is in the United States. There is a dignity in buying as well as selling books which seems to raise the trade to its proper plane. Is not the purpose of reading to enjoy through the *mind*? Some may wish to educate themselves by it, increase the power of their minds to grasp facts or theories. Some may wish to be amused. But surely it is a mental process, whether for growth or relaxation. And much of the

American approach in book publicity is not mental. It is rather an appeal to keep up with the Joneses, to be in on the newest fad, to beat someone else to something.

My biggest surprise came when I discovered Denmark has tried and rejected our form of Rental Libraries.

> "How do your shops exist without these golden geese?" was my reaction.
>
> "There are lots of Public Libraries where people can get books."
>
> "But you might have to wait two months, for a popular new book at home," I said.
>
> "What of it, there's plenty to read meanwhile."

So you observe that it is not imperative to have the books hot off the press. But there is a substitute for our Lending Libraries. The bookshops in the United States which have been harried by private book clubs that take 100 books out to select 25 for their club, that return so many fingered volumes for credit, and that feel aggrieved because they are not given a discount on their final selections—these bookshops would bask in the Danish regime. Clients of certain bookshops form individual book clubs. There are not more than twelve members to a club. Each member pays the shop 2.50 kroner ($.55) a month, for six months. During that time he has two new books every two weeks. He applies for the ones he likes especially, and at the end gets two books to keep. Thus for about $3.00 he has read 24 books and owns two of them. Only outstanding books are selected, and everyone is happy. Many bookshops have dozens of these small book clubs under their wings. One shop for which we have the statistics sold 60,000 books this way at a profit of 9,000 kroner ($1,980), during one season. I cannot imagine that the bookkeeping would be more complicated than that of the average Lending Library. And American high pressure business might well swing two such units a year, instead of adopting the Danish six-month period. Even a skeptic cannot fail to see that certain members of the American public would prefer this method, by considering the numbers of just such clubs run by private individuals.

Another form of borrowing is adopted by those shops whose customers prefer to choose all their own books. A card costing 5 kroner ($1.10) entitles a person to 5 books. On purchasing the card he names all five books he wants. He then takes them out, one at a time with no thought of fees daily mounting up. He may read his books in a day, a week, a month, or a year—whatever his speed, he has the five books (average cost 7.50 kroner or $1.65) for the initial payment. After the customer has made up his list and it has been accepted by the shop, he *never* comes to the shop and is told none of his books are in. One of his books is supplied though it may mean adding a new copy. An attractive feature of this system to the bookseller is, that it avoids the necessity of having copies of popular books for so many people on publication date. Unless they buy a new card and put the just-out book on that list, they must first read all the titles on their old card. So only people with new cards expect the book out to-day. Of course since no books are heralded in advance, no lists have "n.y.p." titles. For United States purposes such a proviso should also be observed—no "n.y.p." titles allowed.

Consider the infinite saving of bookkeeping, sending out of overdue notices, etc. And no enrollment fee is needed as an insurance measure. When an individual buys his card he has paid more than the cost price of the one book he takes with him each time. Consider also what a boon this system would be to mail customers who object to paying fees while the book is en route. The cost of postage would seem mild indeed if not coupled with the dread of paying for the book's weekend in the Post Office. Variations such as a 10-book card at lower rates might well be adopted, over here.

Of these two forms the first actually sells the books to the members and does away with the problem of used books. The second system does away with much red tape in the form of records, but necessitates selling off used books. For many shops these mark-downs are a drawing card.

There are many unclassified morsels I am tempted to add, but I shall not further confuse the case in point. Denmark sells more books per capita than any other country in the world.

Genesis of a Publishing Business

GEORGE T. DUNLAP

President of Grosset and Dunlap

Part II

IN THE MEANTIME business had been good, we had been able to sell our product just about as fast as we could turn it out, and we had been making money far beyond our fondest hopes. The rebinds, of course, were by this time the main feature of our line, although we had continued to develop other things that not only sold fairly well, but paid better profits. It seemed most important to us both that we should develop a line that would stand by us indefinitely, both of us having the feeling that there was nothing permanent about our "rebind" business, and that we might at any time be deprived of our source of supply by the American News Co. abandoning its project of issuing these books, or by the publishers refusing to sell it further editions. We were dependent, as it were, on a third party whose plans might change overnight, and we never felt safe. It had not occurred to us as yet to go direct to the publishers to negotiate for further editions. As a matter of fact our rebinding enterprise was not regarded with especial favor among the publishers at large, and in the case of a few of them there was active opposition, to say nothing of threats; but we felt sure of our ground, that we had a legal right to rebind these books as long as we made no change in the title-pages, and added no imprint of our own.

At this stage of the publishing business the "reprint," as it is known today, was not thought of; book publishing seemed to be run by established precedents, and there was no precedent for the reprint, or re-issue of a book at a lower price. All publishers' contracts for new fiction contained, presumably, a clause providing for the issue later on of the book in paper covers, if it should be deemed advisable, but contained no provision for re-issue in any other shape. Consequently the first approach that was made to us by a publisher was in the guise of a paper-bound book to be rebound by us in cloth. I think this came from the Frederick A. Stokes Company, and the book was one of the early novels of Robert W. Chambers, and I think the Stokes Co. sold us the book in sewed but un-bound sheets, and billed it as a paper-bound novel. I am a little hazy about this deal, however; it was not an important book, and it was many years ago.

Sometime a little later on, however, we were approached by Herbert S. Stone & Co. of Chicago, successors to Stone & Kimball, and offered an edition of Harold Frederic's novel, "The Damnation of Theron Ware," and as this was one of the most widely discussed and successful novels of the day, we jumped at the opportunity of securing it. I have forgotten the size of the edition, but it runs in my mind that it was twenty or twenty-five thousand, and it was to be sold to us as a paper novel, a finished product, and it was to bear a legend on the paper cover, as follows:

"Published by Herbert S. Stone & Co.,
Chicago.
The Trade Supplied by Grosset & Dunlap,
New York City.

This was the first reprint edition ever to bear the name of Grosset & Dunlap, and marks a definite stage of progress. From that time on the "rebind" began to fade; the day of the reprint was dawning.

After so many years it is not clear in my mind as to the identity of the next step, but shortly after the issue of "The Damnation of Theron Ware" Frank Dodd, of Dodd Mead & Co., came in and offered us an edition of Paul Leicester Ford's "Janice Meredith," which they were about to issue at a low price. I think we had been angling for this book, as it was a spectacular success at the time, having sold well up into the hundreds of thousands, and this proffer may have resulted from our seeking the book. At any rate we were offered the book, but not just as we wanted it, nor at such a price as would afford us a profit. Dodd Mead & Co. pro-

posed to deliver us the complete book, an edition of fifty thousand, and limited to that quantity, they to do all the manufacturing. We finally got them to agree to let us do the manufacturing, believing that we could save something that way, after their requirements and the author's royalty had been satisfied, and we were thus able to effect quite a saving, but the book still cost us more than the maximum amount we could afford. However, we decided to sell it as a "special," and ask about two cents more for it. It was a great success, and the whole fifty thousand moved out in short order, even at the higher price. Later on new arrangements were made to continue the publication of this book, and eventually our sales of it ran up into the hundreds of thousands. This was the first book to be issued by us as a reprint which bore our imprint on the title-page. Another milestone.

Following "Janice Meredith" other publishers began to offer us books; the reprint idea was catching on, and it was not long before we were able to pick and choose, to a certain extent. Other high spots of about this period were Charles Major's "Dorothy Vernon of Haddon Hall," Gilbert Parker's "The Right of Way" of which Harpers required us to take an edition of 125,000, Winston Churchill's "Richard Carvel," and many other books of prime importance at that time. Also along about this time George P. Brett, head of the Macmillan Company, invited us to come down to his office for a conference. George Brett's invitation was more or less of a mandate; he was a big figure in the publishing world, and we responded with alacrity, but also with more or less trepidation. Mr. Brett's scheme was, briefly, the issue of many books of non-fiction in cheap editions, same to be known as, and to bear on the title-page along with our imprint, the words "Macmillan's Standard Library." He proposed to rent us his plates on a royalty basis for this purpose, but that all the manufacturing should be done at Norwood, Mass., in the plant of Berwick & Smith, Macmillan's printers. There were, I believe, something more than one hundred titles in the list he submitted to us, books covering a wide range in almost every department of literature, and all of them works of distinction and worthy of the imprint of Macmillan. This was a big undertaking for us, and gave us pause; but we tackled it with confidence, eventually. Up to that time I had managed to superintend all of our manufacturing, but this was too big a job for me, and we were forced to take on a regular manufacturing man. We were most fortunate in our selection for this important post, as we got a man in the person of Edward D. Crane, whose wide experience in just the sort of publishing we were doing, and whose marvelous capacity for details came to be of prime importance to the house of Grosset & Dunlap. The endless detail required in the production of these Macmillan books would have driven me crazy, I am sure, but Crane took it all in his stride.

I must admit that we did not do a very good job of selling in the case of these books. Whether it was that we were not especially fitted to sell that kind of literature, or that the public was not attuned at that time to non-fiction in cheap editions, which I suspect to have been the case, or what the cause was I do not know, but in spite of extraordinary efforts on our part the books lagged. Some few went pretty well, but as a whole "Macmillan's Standard Library" was more or less of a frost—and a jolt to our pride. How different things might be with those same books if issued now in cheap editions, for the first time!

Up to this time our place of business had been at 5 & 7 East 16th Street, where we had made our start in 1898 in a small corner of the single loft occupied by R. F. Fenno & Co., old comrades of ours in the days of The United States Book Co. Later on we took a double loft in the same building, jointly with the Fenno concern, but it was not long before our requirements for more space became so urgent that we were forced either to move, or to get the Fenno concern to go elsewhere. The latter was amicably arranged. This must have been along about 1901, but about two years or so later on we again found ourselves crowded for room. This time we broke away from the old address and moved to 52 Duane St., in the downtown section of the city, where we took a large loft just about twice the size we had been occupying. It looked so big to us that we endeavored to find some congenial concern to take part of it, but, fortunately, we failed to find anyone.

Up to about this period we had had a practical monopoly of the reprint fiction business, but in 1902 or thereabouts the A. L.

Burt Co.* began to publish reprints, and, aided by a combination of fortuitous circumstances, rather quickly acquired a line that gave us our first real competition. Heretofore we had had more or less sporadic competition from the American News Co. in the rebinding of some of its own paper issues, from John Wanamaker, who rebound them for sale in his two stores in Philadephia and New York, from Thompson & Thomas of Chicago, who had been nibbling at the reprint business for some time, and from various other sources of lesser importance. But the A. L. Burt Co. gave us our first real competition, and that competition was not so much in the selling as in the buying, that is in contracting with the various publishers for reprint rights. This rapidly became a serious matter, and continued so for some years, or until the various publishers came to the conclusion that it was unwise and detrimental to their interests as well as to our own to base their selling of reprint rights solely on the quantity guaranteed. A more serious phase of the business was, however, the fact that practically every publisher of fiction had a fling at the game, Appleton, Harper, Houghton Mifflin, Bobbs-Merrill, Putnam, Stokes, Doubleday, and so on, right down through the line, but one by one they retired from the field, usually selling out to us all their stock on hand and confining themselves from that time on to placing their books for re-publication with either Burt or ourselves. This, of course, was a most fortunate outcome for us, and for Burt, as it took many competing lines from the field. I have never been able to see the wisdom of general publishers reprinting their own books, as it immediately placed in the hands of their own salesmen, whose business it was to sell *new* books, competing lines of low-priced books which could not find a market without seriously dividing the attention and efforts of these same salesmen, and thereby scattering their fire, much to the detriment of their first interests. It seems to me that there are two distinct fields of publishing, the issuing of new books, real publishing, and re-printing, and that they have never seemed to mix well. However, there may be other opinions on this point.

Our business expanded rapidly while we were occupying the Duane St. loft, and what had seemed oceans of space when we moved in soon became cramped quarters, and after about five years we had to face another move. Harris Wolff, the binder who at that time was turning out the major part of our product, had acquired a plot on West 26th Street, between Tenth and Eleventh Avenues, and erected an eight-story building there, 225 feet frontage, with a depth of about ninety feet for all lofts above the first floor. He urged us to take one of these floors, he to occupy several of them with his bindery, others to be leased by the printers who were doing the major part of our printing, and thus confine the manufacturing of a book to the one building. The scheme seemed to be an ideal one, and we quickly took advantage of it, taking the eighth, or top, floor, where there would be plenty of light and air. This move greatly increased our facilities for handling a large volume of business, and the business continued to expand, as did our force of employees and our overhead.

It was in the fall of 1907, during the Morse panic, that I made my last regular trip on the road. For some time my health had been rather precarious, and I made up my mind that it was time for me to let up a little, if I was to stick around on this vale of tears for any length of time. But first we must find someone to take my place in the selling; a most important phase of our problem, as my selling job at that time was an important one. We finally settled on John H. May, lovable old "Johnny" May, who at that time was traveling for Hurst & Co., one of the older book salesmen, for many years with Porter & Coates, of Philadelphia. To John May must go the credit for adding, and developing, an entirely new field of publishing to the Grosset & Dunlap business, that of juvenile books. Porter & Coates had been an important factor in the juvenile book business, and John was urgent that we should, in some way, get into it, and this we eventually did by taking over the business of Chatterton & Peck, who had succeeded the Mershon Co. as publishers of a large line of juveniles which included most of the products of Edward Stratemeyer, well known as the author of *The Rover Boys*, and scores of other books for boys. Stratemeyer* was quite a genius in his way, using several different pen-names for his own work, and in

* [See "Burt Celebrates Fiftieth Anniversay," *Publishers' Weekly* July 15, 1933. Ed.]

* [See also "The Fifty Cent Juveniles," *Publishers' Weekly* June 18, 1932, and "Who Writes the Fifty Cent Juveniles?" *Publishers' Weekly* May 20, 1933, both by Edna Yost. Ed.]

addition to that had numerous other clever writers on his staff, both men and women, who turned out book after book, not always of the highest quality, but always having that something in them which appealed to the youngsters. The high spot of the Stratemeyer books was the *Rover Boys Series*, of which several million have been sold. They were not written under his own name, but under that of "Arthur M. Winfield." I well remember the time Stratemeyer came into our office over on West 26th Street with a scheme for producing a series of boys' books that would have to do with things mechanical; aviation, submarines, marvelous mechanisms of all sorts, to be produced at a price that would make it possible to retail them for twenty-five cents a volume. Out of this idea grew the *Tom Swift Series*, of which, also, millions have been sold. In the development and selling of these juveniles John May played a prominent part.

Early in 1910 we moved from Duane Street to West 26th Street, as we had planned, into Harris Wolff's new building, having there nearly twice as much space as we had been occupying downtown. It seemed huge to us, but our business was growing rapidly, and it was not many years before even that extensive floor was too small for us and we were forced to take on just half as much more space on a lower floor of the building.

We had not been in our new quarters long before we discovered that we were having difficulty in getting the out-of-town buyers to make the cross-town journey to see us when they came to New York to place their orders, and eventually we saw the necessity of establishing an office and sample room in some more central location. This resulted in the leasing of a floor in a new building at the northeast corner of Broadway and Twenty-sixth Street, on the ninth floor, giving us ample space, about five thousand square feet net, for all of our office force, and selling requirements.

Our volume of sales was mounting rapidly as a result of an expanded sales force. We, at one time, had something like thirty-five salesmen on the road, counting the four or five salesmen of our Canadian representatives, McLeod & Allen, of Toronto. It was not long after we had taken the Broadway offices that we began to feel the necessity of some change in our warehouse facilities, owing to the increasing difficulty of getting our shipments off with sufficient speed, the freight elevator service proving inadequate. This resulted in our taking the first floor, heretofore occupied as a part of Wolff's bindery, Wolff at the same time taking over the eighth floor, which we had been occupying. This gave us some more room, as the first floor was about ten or twelve feet deeper than the upper floors, which, coupled with the freedom from elevator worries, increased our facilities to a considerable extent. The business continued to expand, our profits were ample, and everything looked rosy, until a pistol-shot touched off that conflagration in Europe, and the World War was upon us. This, in itself, should have given us no concern, but the eventual entry of the United States into the war played hob with our manufacturing, as it become next to impossible to get paper rapidly enough, in spite of the fact that we had contracts calling for the delivery of thousands of tons, at the old prices. And prices shot upwards with lightning-like rapidity, from about $3.65 per hundredweight to as much as $16.00. Obviously these contracts were worth a great deal of money to us if they could have been enforced, but the great difficulty was in getting deliveries; and a contract at no matter what price was worthless without deliveries, so we eventually compromised with the manufacturers, paid prices somewhere about midway between the two extremes, and were thus enabled to go on, though somewhat lamely. These higher prices for paper, along with increased costs for printing and binding, made it impossible for us to continue to supply our main product, the *Popular Copyrights*, or reprints, at a price that would make it possible to retail them at fifty cents, which had been the universal retail price since their inception, and they were raised successively to sixty, to sixty-five, then to eighty-five, and finally to a dollar, and at this price they remained for a year or two, or until the iniquitous so-called excess profits tax enacted by the Federal Government as a war measure was repealed, after which we reduced the price to seventy-five cents, where it stands today. Naturally our sales of these books, which had come to be looked upon by the booktrade everywhere as a great staple line of every-day "sellers," were considerably curtailed by the advance in price from the old and popular figure of fifty cents to the later one of seventy-five, but the tremendous boom in business that followed the war made up for this, to a great extent, and our business continued to expand.

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August 10, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Retail Sales Charting

The new plan of surveys for retail sales totals which has been made by the Bureau of Foreign and Domestic Commerce is getting strong support in the states first covered, which are Illinois, Indiana and Wisconsin. Washington reports that 1,000 firms in these three states have agreed to report the dollar volumes of their sales to the Bureau each month. These will be totaled and comparisons made from month to month, thus giving an index to the trend in retail sales which has so far been unavailable except in connection with mail-order firms and department stores. It is expected that the first release will contain data for August with totals released in September.

The Committee on Distribution of the National Association of Book Publishers has had a similar project in mind and has asked the *Publishers' Weekly* to cooperate in getting these figures together. With the support of the booktrade in giving such totals it will be possible to arrive at an important series of figures which will indicate just what the trends are in the dollar totals of retail book sales. This will be extremely important information for the trade to have, data which have long been needed. It is hoped that when the plan is put forward the trade will cooperate heartily in supplying information. Individual figures would, of course, have to be absolutely confidential.

Lo! the Poor Professor

Professor Edgar J. Goodspeed in his article on "The Twilight of the Professors" in the August *Atlantic Monthly* points rather ironically to some of the changes that are going on in methods of teaching in the colleges. The professor, he believes, has not yet realized how much his status has been undermined by new methods of teaching, by films and by broader reading programs. Still further undermining the stability of his profession, the professor has entered politics, with the result that, however helpful he may be in public affairs, he has become the target for attacks by journalists and cartoonists.

Teaching by lectures may give way, he remarks, to preparation of syllabi by experts and a corps of examiners. "A bright young man," he states, "has just been graduated from our college. He had gone through college in twenty months, and passed all the examinations for his degree. The young man explained his overwhelming success, the papers tell us, in the simplest possible way; he did it by staying away from class! The time thus saved he devoted to reading, which, it is said, he can do at the rate of a hundred pages an hour. He could thus absorb four or five books a day, or a shelf a week. It must not be supposed that this young B. A. was a mere recluse or grind—revolting thought! Not at all. He mingled freely with his fellows, debated, wrote, presided—shunning no one except the professors. 'There is no point,' he shrewdly observed, 'in attending classes if you can get the same information from a book.' How true! The professors, having put all they know into their books, have made themselves superfluous."

Professor Goodspeed might have carried his point further by explaining that professors are also often busy undermining each other's incomes when one professor pirates the books of another by circulating them in mimeographed form, in violation of copyright, in an endeavor to see that the student

gets as much as possible for as little money as possible.

Underneath all Professor Goodspeed's rather ironical comment there is a shrewd analysis of tendencies in college methods which publishers and others would do well to consider.

Senate Action Further Confuses Copyright Situation

THE DUFFY BILL to amend the present copyright act was passed in the Senate on August 7th with amendments, two of which should improve the bill and the other of which would render it impossible as a prelude to bringing the United States into the International Copyright Union. This latter amendment was introduced by Sen. Park Trammell at the suggestion of the Allied Printing Trades Council. Its effect is to reintroduce the manufacturing clause on books in English in even more rigid form, and taken in connection with the other provisions of the bill would prevent the "distribution" in this country to any buyer of any English book until they had been manufactured in this country, thus carrying the present method to absurd lengths.

This amendment has undoubtedly been introduced in an effort to becloud the whole situation and makes it less probable that the House and Senate can agree on any bill in this session of Congress. The House has presumably less interest in copyright than the Senate as it is less in touch with foreign affairs and does not have equal desire to meet the growing criticism against the United States for its continued inaction on this important suggestion.

An important amendment to the Duffy Bill, and one highly desired by the Authors' League, was introduced by Senator Borah and passed. It has the effect of making all copyright infringers subject to full and unrestricted injunction, instead of having such injunction qualified by means of provisos as written into Section 25, sub-paragraph (1) of the Duffy Bill (S 3047). These qualifications had made the authors' chance of protecting themselves against infringement very weak, and similar amendment to this effect had also been urged by the book publishers.

A third amendment was proposed by Senator Wagner and also carried. This was the cancelling of sub-section B of the third paragraph in Section 25 on infringement and removes from the class of innocent infringers newspapers, magazines, periodicals and broadcasters who "could show that they were not aware that they had infringed or that such infringement could not reasonably have been foreseen."

The Authors' League, who have vigorously opposed this Duffy Bill, have as their chief objection the fact that American authors are not given the right of copyright on creation, which would be had here by authors of every other country and, they argue, to give the authors of other countries greater rights than those of our own country is the very negation of copyright legislation. This feature of the bill had been insisted upon by those who felt that registration and notice of copyright on American material was necessary for the protection of those who use copyright material, but it is a feature not found necessary in the copyright statutes of other countries.

Senator Trammell's amendment reads as follows: "That all copies of any copyright material in the English language which shall be distributed in the United States in books, pamphlets, map or sheet form, shall be printed from type set within the limits of the United States, either by hand or by the aid of any kind of typesetting machine from plates made within the United States, or, if the text be produced by lithographic, photogravure, or photo-engraving, or any kindred process, or any other process of reproduction now or hereafter devised, then by a process wholly performed within the limits of the United States and the printing or other reproduction of the text and the binding of said books and pamphlets shall be performed within the limits of the United States. Said requirements shall also extend to any copyright illustration, maps or charts within any book or pamphlet or in sheet form. Said requirements shall not apply to works in raised character or for the use of the blind."

Coming!

Children's Books Number

August 31st

Fall Announcement Number

September 21st

News of the Week

New Book Bill in Congress

A BILL which would prevent the sale of any book on the instalment plan in interstate commerce has been introduced in the House of Representatives by Congressman Bert Lord of Afton, N. Y. The bill, which has been referred to the Committee on Interstate and Foreign Commerce, reads:

A Bill

Regulating the sale of literature in interstate commerce.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That whoever shall deliver to any individual any book pursuant to the sale thereof in interstate commerce without exacting from such individual the full purchase price of such book shall upon conviction be subject to a fine of not more than $500 or to imprisonment for not more than one year for the first offense, or to both such fine and imprisonment for any succeeding offense.

Representative Lord states that the bill is intended to curtail certain types of subscription selling, "in particular sales to graduates from schools who are about to become teachers and who are persuaded of the advantage of buying a set of books to be paid for out of their future earnings." "Many of these prospective teachers," explains Mr. Lord, "believe that the books are being given to them because they are honor students or have passed with high degree, but later on the debt has to be met. My bill proposes that when the publisher delivers such books he must collect the amount set. If the teacher has surplus money from which he can pay cash, I haven't so much objection to such purchases, though in most cases, to my mind, the books are of very little value and are merely schemes of the cutthroats preying on teachers."

As the bill was drafted it would affect other lines of selling besides subscription selling such as Representative Lord has in mind, and this and other objections will come to the consideration of the committee to which the bill has been referred.

McBride Group Purchases *Arts and Decoration*

A GROUP AFFILIATED with Robert M. McBride & Company has purchased *Arts and Decoration*, for 20 years one of the outstanding magazines devoted to home building, furnishing and country life. The new company, which will start publication with the September issue, is headed by Robert M. McBride, president of Robert M. McBride & Co., and Barrett Andrews, who was formerly associated with Doubleday, Page & Co., Condé Nast Company, the Butterick Company and the Dorland International Advertising Agency, of which he was president. Mary Fanton Roberts, long associated with the editorial staff of *Arts and Decoration*, will be retained as consulting editor.

Coleridge Bibliography Issued

A SUBJECT BIBLIOGRAPHY of Samuel Taylor Coleridge, compiled by Virginia Wadlow Kennedy, formerly associate professor of English at Hollins College, has recently been published by the Enoch Pratt Free Library of Baltimore, Maryland. It contains a selected bibliography of the best editions (not first editions) of the writings of Coleridge, together with biographies and criticisms of him and references showing his relations with contemporaries. The bibliography is a very attractive piece of bookmaking as well. It was designed by Mr. Munder and printed at the Waverly Press (Williams and Wilkins Company).

Miss Kennedy was assisted by Mary Neill Barton, first assistant in the reference department of the Enoch Pratt Library. The book was eight years in process.

Japan Bans Three Books

THREE AMERICAN BOOKS on Japan have been banned by the Japanese Home Office in Tokio as "detrimental to public peace." They are "Japan in Crisis" by Harry Emerson Wildes, "Challenge: Behind the Face of Japan" by Upton Close and "The Far Eastern Front" by Edgar Snow.

A New Mark Twain "First"

THE LIMITED EDITIONS CLUB's August publication, which has been sent out to members this week, is a genuine Mark Twain first edition. It is the first printing ever to have been made of Mark Twain's translation of "Slovenly Peter." When Clemens was in Berlin in 1891 he wrote a translation of the famous German classic for his own children, because he could not afford to make them a more expensive Christmas present. The manuscript for this translation was only recently unearthed and the Limited Editions Club purchased from the Mark Twain estate the right to make the first printing. The illustrations have been redrawn by Fritz Kredel from the original illustrations made by the author, Dr. Heinrich Hoffmann, in 1845.

Wm. H. Wise & Co. to Reorganize

A VOLUNTARY PETITION to effect reorganization under Section 77B of the Bankruptcy Law, signed by Fred Dolan, president of the company, was filed on August 6th by Wm. H. Wise & Co., Inc., book publishers, of 50 West 47th St., New York City. Liabilities were listed at $559,972.00 and assets at $490,274.00 as of December 31, 1934.

The proposed plan of reorganization which was made part of the petition provides for the formation of a New York corporation of the same name to take over the assets and assume certain liabilities through the issuance of new securities.

This plan, which affects only a few special creditors, debenture holders, and stockholders, has been approved by the requisite number of each group. Claims of general trade creditors will not be affected in any way under the plan.

The Court Order provides for a continuation of the present management and officers in control under which there will be no cessation of the company's actvities.

Wm. H. Wise & Co., which at one time did a large subscription book business, now confines its activities to the trade and mail order fields and is well known as the publisher of "The Modern Encyclopedia," Elbert Hubbard's "Scrap Book" and other items.

This company has no connection with the Wise Book Company of 386 Fourth Ave., N. Y., which is headed by Wm. H. Wise, founder of Wm. H. Wise & Co., who withdrew from that organization a year ago.

Left-Wing Book Club to Make First Choice in September

THE FIRST BOOK selected for distribution by the Book Union, Inc., the new left-wing book club (see *Publishers' Weekly*, April 13, 1935) will be ready early in October. It will be announced in the first issue of the *Book Union Bulletin*, a monthly critical review to be sent to members of the Book Union, in September. As a non-profit organization, the Book Union will supply new books of proletarian fiction, radical theory, history, biography, criticism and other subjects to its members at special prices. A membership fee of $1 a year will be required. Books for distribution will be chosen from the lists of all publishers, and publishers are asked to submit titles and descriptions of forthcoming books for consideration by the board of editors. Advertisements of the Book Union are now appearng in a number of literary reviews and magazines and an extensive membership drive is under way. Offices of the Book Union are at 381 Fourth Avenue.

Travel Book Withdrawn

ALLEGED SIMILARITIES between several passages in "Junglemania," a travel book by Dr. Arthur Torrance, and a novel previously published by Owen Rutter, an English author, have led to the withdrawal of the former book from the market by its British publishers. It was published in this country by the Macaulay Company. Mr. Rutter claims that several passages in Dr. Torrance's book closely parallel episodes in his novel "Sepia," which has been recently republished as "Passion Fruit."

Chinese Exhibit American Printing

THE NATIONAL LIBRARY OF PEIPING has issued a catalog of an "Exhibition of Modern American Printing," which exhibition was held during May in the Library.

This spread of interest in typographical achievement and emphasis on the progress that has been made in America in the last few decades is significant and encouraging. The collection in the National Library is not very extensive but interesting in variety and character, and a number of prominent American presses have made contributions to the collection.

News from Publishers

W. W. NORTON, president of W. W. Norton and Company, Inc., and of the National Association of Book Publishers, returned last week from a trip abroad. Mr. Norton made a special visit to Spain where he arranged with José Ortega y Gasset for the publication of the second volume of "The Revolt of the Masses," tentatively titled "Man and Men," and conferred with Claude Bowers, American Ambassador to Spain, over a projected exchange of books with that country. Mr. Norton was enthusiastic over the state of Spanish publishing. He said he found three or four very aggressive publishers in Madrid, including one house, Espasa-Calpa, that is as large as any publishing house in this country. In England Mr. Norton was impressed by how extraordinarily prosperous that country seems to be, both in the book business and generally. Among the books for which Mr. Norton made arrangements for publication were "The Lemon Farm" by Martin Boyd which has been very successful in England, and "Die Majoriam" a German novel.

Alfred McIntyre, president of Little, Brown & Co., has also just returned from a visit to the English authors on his list. He reports that James Hilton, author of "Lost Horizon" and "Good-bye, Mr. Chips" will write three new novels for the Little, Brown list, the first of which will be issued next summer. These will be the first full-length Hilton novels published by Little, Brown, the earlier ones having been published by William Morrow & Co. Mr. McIntyre also reports that Erich Maria Remarque, author of "All Quiet on the Western Front," is finishing the final chapters of a novel which Little, Brown will publish next year.

Daniel Melcher, son of Frederic G. Melcher, president of the R. R. Bowker Company, has joined the trade book department of Henry Holt and Company. He spent last winter abroad, working for a time with George Allen and Unwin in London, and also spent some time working with W. H. Smith & Son, and Simpkin, Marshall, in London, and with the Leipzig wholesale house of Koehler-Volckmar.

Twenty famous authors, ten men and ten women, answer the question "What Is a Book?" in a volume Dale Warren is editing for fall publication by Houghton Mifflin. In addition to the 20 individual chapters each written by an accepted authority the book will include bibliographies of the works of the various authors represented, as well as brief aphorisms, epigrams and quotations, from Montaigne to Mencken, which relate to the vagaries and intricacies of the writing art.

Beginning with the August 18th publications of the Hartney Press ("Tough Little Trollop" by Helen Adams and "The Grindle Nightmare" by Q. Patrick) Green-Brodie will handle the Hartney advertising.

Of timely interest will be "Burners of Men" by Marcel Griaule which won the 1934 French *Prix Gringoire* and which Lippincott will publish in September. It is an account of an expedition into the interior of Abyssinia.

While publication of "Oliver Hazard Perry" by Charles J. Dutton is scheduled for September 19th, Longmans, Green announce that it will release the book in Erie, Pa., Cleveland, Ohio, and Detroit, Michigan, on September 10th, a special publication date for those cities which are celebrating the 122nd anniversary of the Battle of Erie on that day. This is the first biography of Perry in 80 years.

Rand McNally & Co., publishers of *Child Life*, have announced the selection of Dr. Mabel L. Robinson, assistant professor of English at Columbia University, as one of the judges in the *Child Life* Prize Story Contest. Marjorie Barrows, editor of *Child Life*, will also be a judge and the third judge will be announced shortly. The contest closes December 31, 1935. Rules may be secured by addressing Child Life Prize Story Contest, 536 S. Clark St., Chicago, Ill.

Dorothy Teall, formerly in the editorial department of Harcourt, Brace & Co., is offering to authors and publishers an editorial service covering criticism and revision of manuscripts, styling of manuscripts for the press, indexing, proofreading, bibliographical research and typing. She may be addressed at The Quinn and Boden Co., New York City.

The Columbia University Press has an almost embarrassing friend in Herschel Brickell, book editor for the New York *Post*. Several weeks ago Mr. Brickell mentioned *The Pleasures of Publishing*, Columbia's weekly news sheet, and this was the reason for the addition of a number of new names to the "New Receivers' Supplement." Last week Mr. Brickell spoke again of *The P. of P.* and 96 of his readers wrote to Columbia, asking to be put on the mailing list. This brought the number of subscribers to 1000, and there, says Columbia, it has to stop for the time being. The Press can't afford to send any more, free. Applicants will be placed on a waiting list and added from time to time as old subscribers drop out. But if anyone can't wait to become a subscriber, he can get his name added to the list immediately by enclosing 50 cents to cover a year's mailing costs. *The Pleasures of Publishing*, says its editor, started with 11 receivers, little dreaming that it would reach the point where postage cost $500 a year.

The Scientific Book Club has chosen as its August selection "Genetics" by H. S. Jennings. In consequence W. W. Norton & Co. have moved publication forward to August 15th. Dr. Jennings is well known as the author of "The Biological Basis of Human Nature" which, Norton reports, is now in its eighth printing.

With the opening of the Texas Centennial Central Exposition in Dallas scheduled for June 6th of next year, the publishing season of 1935-1936 will probably see a growing emphasis on books about the Southwest, which have already proved attractive to the general public. The Exposition will present a picture of Texas today, in buildings that will cost $25,000,000 to construct, to which 20,000,000 people are expected to be attracted.

Evidence of the public's interest in the West is given by the poster shown above, which Longmans, Green has had made to display the numerous titles about the West which have been successful on its adult and juvenile list. These titles are "Waterless Mountain" and "Dark Circle of Branches" by Laura Adams Armer, "Prairie Anchorage" by Marjorie Medary, "Wheels Toward the West" and "Lone Rider" by Hildegarde Hawthorne, "The Jumping-Off Place" by Marian Hurd McNeely, "Let the Hurricane Roar" by Rose Wilder Lane, and "Moccasins on the Trail" by Wolfe Thompson. The poster, sent with a minimum order of 1 copy of each of these titles, measures 21" x 14½" and is 5¾" deep. A photograph of it is shown above.



Longmans, Green has developed a poster to promote its fine selection of books on the West for younger readers

In connection with the Texas Centenary, the Texas Library Association has issued "Handbook of Texas Libraries Number Four" which includes a survey of Texas libraries, a history of the library movement in Texas and the stories of the development of the Texas Library Association and the Southwestern Library Association. Bound into the back of the book are a number of pages of excellent photographs of Texas libraries. The handbook may be secured for $1 from Miss Julia Ideson, editor, Houston Public Library, Houston, Texas.

Supplies, within reason, of the new catalog and fall list of The Studio Publications, Inc., are available to bookstores on request for distribution to customers.

Peggy Wood was guest of honor at a cocktail party given last Thursday by Robert Haydon Jones, publicity director of Doubleday, Doran & Co., in celebration of the republication of two books by Miss Wood's father, Eugene Wood, "Back Home" and "Folks Back Home."

Katherine Anne Porter, who is living at present in Paris, has returned to Harcourt, Brace the corrected proofs of her forthcoming book "Flowering Judas and Other Stories." This title was published in 1930 in an edition limited to 600 copies which was oversubscribed on publication. The new book will contain all the stories of the original edition plus four new ones, two of which are longer narratives of 15,000 words each. Publication will be early in October.

The demand for "Idols Behind Altars," Anita Brenner's book on Mexico from the point of view of its artists, originally published in 1929, has been so persistent that Harcourt is republishing it this summer in a new $3 edition, identical with the original $5 edition.

Friday, August 9th, marked the inauguration of a weekly survey of mystery and detective fiction in the New York *Post*, in connection with Herschel Brickell's book column. The new department, called "Post Mortems," is conducted by James W. Poling, editor of the Crime Club, Inc.

A book that ought to become a permanent item of staple stock in most bookstores is "Homemaker's Handbook" by Dorothy Myerson, published recently by Whittlesey House. This book is cook book, dietetic manual, household guide and marketing guide in one, and can be promoted effectively by simply showing it to every woman who comes into the store. It gives suggestions concerning service, care of the house and equipment, and labor saving equipment.

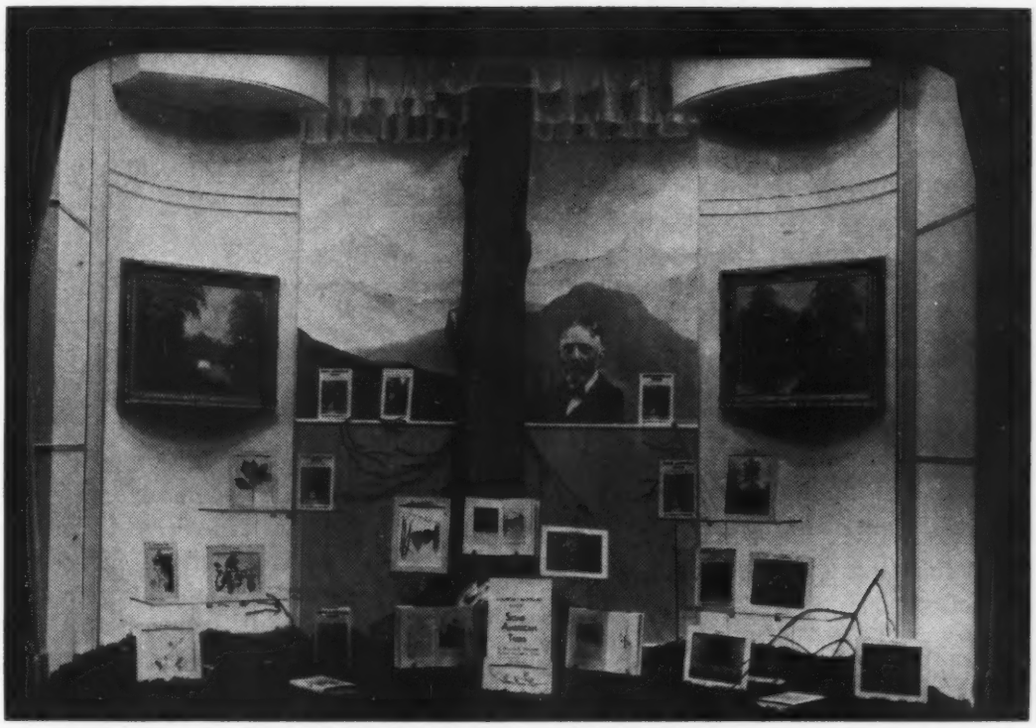
The WHN Bookshop of the Air will be broadcast on Wednesdays from 5.15 to 5.30 P.M. instead of Mondays at 4.15 P.M. This program is an audible book review column conducted by Sophia Cleugh and Richard K. Bard. Mrs. Cleugh is the author of "Matilda, Governess of the English" (Macmillan), "Enchanting Clementina" (Houghton Mifflin) and "The Angel Who Couldn't Sing" published by Doubleday this year.

The demand for "The Crystal Tree" by Louise Platt Hauck, published July 12th, was so great that the first edition was exhausted before publication date and for several days the Penn Publishing Company was unable to fill orders. The new large printing is now ready, and there won't be any difficulty in getting orders filled. Penn also reports an excellent sale for "It's A Great World!" by Emilie Loring. There will be a first edition of 25,000 copies of the new Temple Bailey book, "Fair As the Moon," scheduled for August 29th, and, from the way orders are coming in, the publishers say they wouldn't be surprised if they had to reprint before publication.

A new edition of "Enter Murderers," eight true crime stories by Edward Hale Bierstadt, author of "Satan Was a Man" and "What Do You Know About Crime?" was published August 9th by Doubleday, Doran.

DeVorss & Co., Los Angeles publishers, report that so far half of the first edition of 10,000 copies of Baird T. Spalding's "The Life and Teaching of the Masters of the Far East," volume 3, have been sold. More than 100,000 copies of volumes 1 and 2 have been sold during the past 6 years.

In response to the many requests for information about "Let Me Fix It" by May E. Southworth, William Morrow & Co. has decided to reissue it on August 28th. The book was originally published at $2.00 in 1927. The new edition will sell for $1.00 and will have the same format, illustrations, index, etc., the only change being the lower price.



This display at the Elder and Johnston Co. in Dayton, Ohio, was used to sell "Some American Trees" (Macmillan)

Bookshop Notes

THE READING PUBLIC has become very well aware of the fact that Maine is at present one of the chief literature-producing states of the country (Readers of the *Weekly* will recall the list of Maine novels which appeared in the issue of July 6th), and a recent visit among the Portland bookstores showed that booksellers are very much aware of their opportunities.

The Jones Bookstore had a large map of the coast line of Maine, and on it were marked the places connected with the present active best sellers—the new book of Rachel Field at Boothbay, highly approved by Maine people as well as others for the accuracy of its local color; the books of Mary Ellen Chase, near Brooklin, the books of Kenneth Roberts, the books of Sarah Orne Jewett, and of Gladys Hasty Carroll in the Saco Valley; of Robert Tristram Coffin, who belongs in nearby Bowdoin, and "Shipmates" a story of Bath, which Mr. Jones considered a book that can match quality with any of the Maine products.

The store of Loring, Short and Harmon, long the familiar haunt for travellers as well as Maine booklovers, has several displays of Maine material, of travel and fiction, poetry and essays. One of the new books which has obtained prompt quick demand is "Lighthouses of the Maine Coast and the Men Who Keep Them" by Robert Thayer Sterling, Lighthouse Keeper on the nearby shore, recently published by the Stephen Daye Press. Charles Campbell, one of the best of New England bookmen, is an authority on Maine literature, and Maine authors are fortunate to have his discerning support. The new Gladys Hasty Carroll book, "A Few Foolish Ones," is fully as fine a book as her first volume in Mr. Campbell's opinion and is selling extremely well.

A. J. Huston's stock of second-hand books is strongly flavored by Maine material, and Huston has shelves of the old literature of Maine with its historical background at his fingertips. Exchange Street, where the store is situated, is down in the old business section of Portland, and many travellers will find their way there on their summer trips through Maine, booklovers who have come to know Mr. Huston through his catalogs and correspondence.

In connection with the Mohawk Drama Festival, which is being held at Union College, Schenectady, New York, during July and August, the Union Book Company is conducting a book shop on the College grounds. There may be found numerous volumes relating to the theater; such as, the history and production of the play, and the dramatized edition of the play itself. Theater periodicals, stationery and gift items are also on sale.

⁂

A list of children's books on China, with an additional list for adults, has been compiled by Mabel C. Mead. The list may be obtained from The New York Children's Bookshop, 106 East 57th Street, New York City, for ten cents.

⁂

William A. Garrett, who has been for the past 12 years with the Sather Gate Book Shop, in Berkeley, California, has been appointed sales manager of the University of California Press, to succeed Wilder Bentley, who recently resigned to become master of the Archetype Press.

Authors and Others

THE VACHEL LINDSAY MEMORIAL BRIDGE across Lake Springfield at Springfield, Illinois, was dedicated in honor of the poet last week. At the ceremonies, a bust of Lindsay was unveiled by his widow, Elizabeth Conner Lindsay.

⁂

Jean de Brunhoff, author-illustrator of the famous Babar books, decorated the children's dining room of the mammoth French liner *Normandie*. A new volume, "Babar the King," will be published in English by Smith and Haas in October.

⁂

Gabriele D'Annunzio's recently published "A Hundred and a Hundred and a Hundred and a Hundred Pages from the Secret Book of Gabriele D'Annunzio, Tempted to Die," has been placed on the list of forbidden books by the Vatican, the reason being that in this book "the effrontery of immortality rivals with the affirmation of errors that are often impious and blasphemous."

Franz Werfel, author of "The Forty Days of Musa Dagh" and remembered by theatergoers for "Goat Song" and "Juarez and Maximilian," will have a play on Broadway this fall, "The Road of Promise." The Viking Press will publish the book simultaneously with the stage production.

⁂

Putnam's will publish a new novel by Margery Sharp, author of "The Flowering Thorn," which will be called "Four Gardens."

⁂

Max Eastman is in the midst of writing "Why We Laugh" (Simon & Schuster), an analysis of humor. He would be interested in hearing from correspondents examples of unconscious American humor—especially examples of Western tall stories and dry New England humor.

⁂

Hugh Walpole arrived in New York on August 6th on the *Ile de France* on his way to Hollywood. His new novel "The Inquisitor" will be published by Doubleday, Doran on August 28th.

⁂

Larchmont, N. Y., will establish a memorial to Joyce Kilmer, poet and former Larchmont resident, this summer. The memorial, in Flint Park, will consist of a large boulder and bronze tablet to be placed among trees on the waterfront.

⁂

Luigi Pirandello, Italian dramatist and 1934 Nobel Prize winner, arrived in New York aboard the Italian liner *Conte di Savoia* on July 20th. He was met on board ship at quarantine by John Macrae, president of E. P. Dutton & Co., his American publishers, Dr. Alberto Bonaschi, representing Mayor Fiorello H. LaGuardia, and about 25 reporters. Signor Pirandello has gone to Hollywood where he will assist in the filming of his play "Six Characters in Search of an Author."

⁂

Numbered among the twelve Englishmen who hold the Order of Merit now is George Macaulay Trevelyan, author of "England Under Queen Anne," published by Longmans.

New Shops

Cranford, N. J.—The Bookshop was recently opened at 4 Alden Street, by Viola Anderson and Helen Hager. In addition to books, the shop operates a rental library, and sells gifts, greeting cards, cakes and pastry.

Los Angeles, Calif.—The Westwood Book Store will be opened at 938 Westwood Boulevard on August 15th. It will deal in general trade books and will be conducted as a partnership between Mr. and Mrs. James Kay Hakes. Mrs. Hakes recently left Campbell's Book Store where she had been employed for four years, the last three as head of the trade book department. Mr. Hakes was with Campbell's for eight years, the last four as general manager of the main store.

New York City—The Pickwick Book Shop at 73 Fourth Ave. has recently been opened by Benjamin Weiser. This shop has no connection, whatever, with the mail order business of the same name mentioned in the July 20th issue of the *Publishers' Weekly*. It will deal in new and old books.

Changes in Address

Chattanooga, Tenn.—The Read-More Co., Inc., has moved from 118 E. 8th St. to 22 E. 9th St. This store has been operating for three years, and has a stock of 15,000 volumes of used and new books.

Denver, Colo.—Pooh Corner, Ltd., has moved from 325 E. Colfax St. to 216 16th St.

San Diego, Cal.—Ye Olde Book Shoppe, recently taken over by Vernon O. Wahrenbrock, has moved from 916 Broadway to 900 Broadway. The shop handles used books and magazines, and first editions.

Change in Name

Natchez, Miss.—Theodora Britton Marshall, proprietor of Ye Olde Booke Shoppe, has changed the shop's name to The Reliquary. The firm specializes in historical research as applied to the Old South and the early West.

Catalogs Requested

Sadie M. Elmore of the Booklovers Shop, 101 South Perry Street, Montgomery, Ala., requests dealers' catalogs in Americana and Southern items.

Walter House Names U. S. Agent

THE TURKEL INTERNATIONAL NEWS AGENCY has been appointed the exclusive American representative of the *British Russian Gazette and Trade Outlook* of Walter House, Bedford Street, London, W.C.2. The American booktrade may procure from the Turkel agency all publications issued by the British house, which will include, besides the magazine itself, the textbook "Russian Grammar and Self Educator" by Louis Segal. This agency has also been appointed exclusive American representative to handle the sale of "Who's Who in Canada" for the International Press, Ltd., of Toronto. The address of the Turkel Agency is 230 Fifth Avenue, New York City.

Publication Date Changed

PUBLICATION DATE of "The Voice of Bugle Ann" by MacKinlay Kantor (Coward-McCann) has been postponed from August 19th to August 26th.

Social Hygiene Booklist

AN ANNOTATED LIST of Books on Social Hygiene has been prepared by The American Social Hygiene Association at 50 West 50th St., New York City. It will be sent free on request.

Changes in Price

WILLIAM MORROW & CO.

"Let Me Fix It" by May E. Southworth will be reduced on August 28th from $2 to $1.

W. W. NORTON & CO., INC.

The price of "Nations Can Live at Home" by O. W. Willcox, to be published August 26th, will be $2.75 instead of $2.50 as previously announced.

FREDERICK A. STOKES CO.

The price of "Bold Blades of Donegal" by Seumas MacManus, to be published August 14th, will be $2 instead of $2.50 as announced in the fall catalog.

UNIVERSITY OF VIRGINIA

The price of "Edgar Allan Poe and the Philadelphia Saturday Courier," by John Grier Garner, jr., has been increased from $1.60 to $2.50.

First-Class Mail

Your Opinions Are Valuable, Write the Publishers' Weekly

NEW TITLE INDEX LIKED

The Book Shop
Salem, Mass.
August 3, 1935.

Editor, Publishers' Weekly:

May I express my appreciation of the new form of Title Index? I am new at the book-selling game and find it much simpler in identifying the new books.

MARY MASON.

SOME CORRECTIONS

129 Spring Street,
Newport, R. I.
July 30, 1935

Editor, Publishers' Weekly:

I should like to call your attention to two matters in the recent bibliography of Maine novels, namely:

1. Howard, B. W. "One Summer." Published in 1875 (c. 1875) and not *1876* as given in your bibliography. I have two copies at present dated 1875 on title-page to prove this.

2. Howard, B. W. "Gwenn." Published in 1884 (c. 1883) where you have only the copyright date of *1883*.

Also in Merle Johnson's bibliography of Harold Frederic, there is the omission of Frederic's first appearance in verse as writing the introduction to the Van Dyke Brown Poems, 1883, three years before his first book.

HAROLD W. GAMMANS

MORE ABOUT MAINE NOVELS

Farrow's Bookshop
59 Temple St.
Waterville, Me.
July 27, 1935

Editor, Publishers' Weekly:

I was quite interested in the little item Add Maine Novels on page 157 of the June 20th issue of *The Publishers' Weekly*.

Of course the omission of "Mary Peters" from the list was a bad break. I had noticed that "A Goodly Heritage" was not in the list, but supposed it was omitted because it is biography. Perhaps it is properly classed under fiction as a biographical novel.

But here is the thing which amuses me: Robert P. Tristram Coffin's "Lost Paradise" is not fiction. Despite the distinguished committee that made up the list of Maine fiction, Mr. Coffin himself says that the book is properly classed as biography. Strictly speaking, it is autobiography, and the boy Peter is the author.

Mr. Coffin has not yet published a book of fiction, but he is working on one now.

Very truly yours,

WELTON P. FARROW

ANOTHER *SEP*

First Christian Church
1101 Broadway
Hannibal, Missouri
July 17, 1935.

Editor, Publishers' Weekly:

In the late 1840's and 1850's there was published in St. Louis, Mo., a *temperance paper* named *The Saturday Evening Post*. The Jefferson Memorial Library, St. Louis, Missouri, and the Missouri State Historical Society, Columbia, Missouri, each has a single issue dated 1847. It was a weekly.

I wonder if your readers know if a file of the above paper is in existence?

C. J. ARMSTRONG.

WAS MR. CONKLIN FAIR?

Lancaster, Mass.,
July 10, 1935.

Editor, Publishers' Weekly:

Groff Conklin, in the July 6th issue of your magazine, may be correct in his conclusion that "we, as a nation, are not good book buyers or readers," but has he chosen, by a Pullman train, a fair method of proving it? I have been all my life an omnivorous reader, but before I started on the trans-continental journey a wise counselor told me *not* to read all the way or I should have no eyes left by the time I reached San Francisco. I obeyed faithfully, and, except for an occasional newspaper, was one of those who "just sat," and "passively surveyed the kaleidoscopic scenery," finding much information and enjoyment thereby. The statistics of our public libraries would seem to show that Americans

do read, while the "depression," as in my own case, may easily account for lack of book buying at the present time.

Yours truly,

ALICE G. CHANDLER

HOW TO INCREASE PROFITS

The Village Studio
West Cummington, Mass.

Editor, Publishers' Weekly:

My experience with a growing number of dealers prompts this note in the belief that a suggestion of a means to increase their profits without additional investment will prove of interest.

I have found in the *Publishers' Weekly* advertisements for books on Aeronautics, early canals, railroads and sports, and on advising the advertisers that I had photographs and prints on these subjects which their customers might appreciate if seen on approval, I have concluded sales.

Additional subjects have been angling, where I sold some antique fishing tackle; old cook books, where the collectors in two cases purchased old, hand-made, iron cooking utensils; skating, where the collector purchased two pairs of hand-made skates.

As a dealer I would be glad to cooperate wherever possible in supplying prints, photographs and antiques on any subject, and I am confident that the book dealers would find most antique dealers glad to cooperate.

EARLE T. GOODNOW.

Obituaries

FREDERICK A. OWEN

FREDERICK A. OWEN, president and founder of The F. A. Owen Publishing Co., educational book publishers, died on July 13th.

CHARLES S. PRATT

CHARLES S. PRATT, for forty-five years dealer in second-hand books, died on July 24th, at the age of 74. Mr. Pratt's store on Sixth Ave. was well known to generations of book lovers. In 1893 he carried 100,000 volumes and pamphlets, and claimed to be the only bookseller in the city who had a complete line of *Bohn's Libraries*.

Mr. Pratt was born in Southampton, England, in 1860, coming to this country in 1883. He first established himself in business selling men's furnishing but soon added books as a sideline. In a few years he opened a shop for the sale of books exclusively at 155 Sixth Avenue, later moving to the corner of 12th Street and Sixth Avenue, and finally moving to the present site at 475 Sixth Avenue (formerly 161 Sixth Avenue) so that his 45 years of bookselling were all spent on the one block. Among his customers were David Belasco, Minnie Maddern Fiske, Daniel Chester French, Mark Twain and others. He is survived by his widow and a daughter.

ARTHUR LAMBTON

ARTHUR LAMBTON, British author and amateur criminologist, died in London at the age of 66. In addition to the books he wrote, of which two that were published in America are still in print, "Thou Shalt Do No Murder," and "Echoes of Causes Célèbres," he translated Sheridan's "School for Scandal" into Italian, and deMaupassant's "Bel Ami" into English. He was one of the founders of the Crimes Club in 1903.

Catalogs Received

AMERICANA, ART, FIRST EDITIONS, ETC. (No. 145; Items 1225.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

AMERICANA, CANADIANA. (No. 30; Items 35.) University Book Service, 68 King St., East, Toronto, Canada.

AMERICANA, FIRST EDITIONS, GENEALOGIES, MEDICAL ITEMS, NATURAL SCIENCE, SETS AND FINE BINDINGS, SOCIAL EXPERIMENTS, ETC. (No. 33; Items 217.) The Hoosier Bookshop, 2242 Park Avenue, Indianapolis, Ind.

AMERICANA, GENERAL LITERATURE, FIRST EDITIONS, OLD COOKERY BOOKS, OLD JUVENILES, ANTHROPOLOGY, OCCULT SCIENCES, THEOLOGY, ETC. (No. 170; Items 1041.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

ART BOOKS, BOOKS ABOUT CHICAGO AND THE WORLD'S FAIR, ETC. (Nos. 8 and 9.) Harold H. Laskey, 520 North Michigan Avenue, Chicago, Ill.

BOOKS COMPRISING PUBLICATIONS OF THE ALDINE AND ELZEVIR PRESSES, AMERICANA, EARLY FRENCH, SPANISH AND PORTUGUESE LITERATURE, ETC. (No. 508; Items 472.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W.1, England.

COLOR-PLATE BOOKS, ENGLISH, FRENCH AND AMERICAN, EIGHTEENTH AND NINETEENTH CENTURY BOOKS. (Special List No. 33; Items 36.) Dawson's Book Shop, 627 South Grand, Los Angeles, Cal.

FIRST EDITIONS, FINE BINDINGS, AUTOGRAPHS, ETC. (No. 545; Items 173.) George A. Van Nosdall, 126 East 123 St., New York City.

FIRST EDITIONS, FINE BINDINGS, PRESENTATION COPIES, ETC. (No. 544; Items 113.) G. A. Van Nosdall, 126 East 123 St., New York City.

IMPORTANT BOOKS ON BOTANY, MANY WITH COLORED PLATES, FROM THE LIBRARIES OF THE LATE LORD BATTERSEA, MISS ELLEN WILLMOTT, AND OTHER RECENT PURCHASES. (No. 509; Items 371.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

LETTERS AND MANUSCRIPTS OF SIGNERS, PRESIDENTS, GENERALS OF REVOLUTION, UNION AND CONFEDERATE GENERALS, GREAT WRITERS, POETS, ETC. (No. 1; Items 238.) The American Autograph Shop, Ridley Park, Pa.

LINCOLNIANA. (No. 17.) Van Norman Book Co., 1415 Howett St., Peoria, Ill.

ORIENTALIA. (No. 29.) Luzac & Co., 46 Great Russell St., London, W.C.1, England.

One Month from Now—A Forecast

EUROPEAN EXPERIENCES, by Mabel Dodge Luhan. *Harcourt, Brace,* $3.75.
Sept. 12. The second volume of her autobiography, following "Intimate Memories." Imprinted postcards available.

FOUR GARDENS, by Margery Sharp. *Putnam,* $2.50.
Sept. 12. One of Putnam's two leading fiction titles of the season. Her "Flowering Thorn" sold well. It will be advertised.

THE HISTORY OF WESTERN CIVILIZATION, by Harry Elmer Barnes. *Harcourt, Brace,* $10.
Sept. 12. A two-volume history of our world, written in modern historical manner. Poster available.

SAM CAMPBELL—GENTLEMAN, by Edison Marshall. *Kinsey,* $2.
Sept. 12. Serialized in *Good Housekeeping.*

SECRETS OF THE WHITE LADY, by Capt. Henry Landau. *Putnam,* $3.
Sept. 12. One of Putnam's non-fiction leaders of the season. The author's "All's Fair" was a near best seller. Sizable ad. appropriation.

THE GOVERNMENT IN BUSINESS, by Stuart Chase. *Macmillan,* $2.50.
Sept. 17. Posters available. Macmillan will handle this in the way that they usually handle important Chase books.

YOUTH UNCHARTED, by Stephen Lawford. *Macmillan,* $3.
Sept. 17. One of Macmillan's big non-fiction books of the year. Special ad. campaign of national scope. Posters and postcards.

Out This Week

ALL THE YOUNG MEN, by Oliver La Farge. *Houghton Mifflin,* $2.50.
A collection of short stories, many of them laid in the Navajo southwest country, scene of the author's Pulitzer Prize-winner, "Laughing Boy."

ASYLUM, by William Seabrook. *Harcourt, Brace,* $2.
This frank account, by the author of "The Magic Island," of his stay in an asylum to be cured of alcoholism, is exciting and terrifying. Two excerpts appeared in the *Atlantic Monthly.*

THE CAPPY RICKS SPECIAL, by Peter B. Kyne. *Kinsey,* $2.
A collection of the popular Cappy Ricks stories.

DASHIELL HAMMETT OMNIBUS. *Knopf,* $2.
Three early Hammett mysteries in one volume. N. Y. and national advertising.

THE DEMI-WIDOW, by Mary Pickford. *Bobbs-Merrill,* $2.
A first novel, a light love story, by the famous movie star, author of the best-selling "Why Not Try God?" Posters available.

FOR AUTHORS ONLY, by Kenneth Roberts. *Doubleday, Doran,* $2.50.
Nearly 450 pages of rich, interesting reading matter. Essays, of the type known as "familiar," but not too familiar, by the author of the famous Chronicles of Arundel.

LADY BY MARRIAGE, by Elizabeth Carfrae. *Putnam,* $2.
A romance based on a problem-marriage. Each of the last five books of this English novelist has outsold the previous one.

THE MAN WITHOUT A HOME, by Rupert Hughes. *Harper,* $2.
Historical romance based on a love affair between John Howard Payne, author of "Home Sweet Home" and Mary Godwin Shelley, wife of the poet.

MOSCOW EXCURSION, by P. L. Travers. *Reynal & Hitchcock,* $1.50.
Letters about her trip to Soviet Russia, by the author of "Mary Poppins."

MY OWN, MY NATIVE LAND, by Thyra Samter Winslow. *Doubleday, Doran,* $2.50.
Stories based on childhood memories of a southwestern town. Note new publisher.

THE ORDINARY DIFFICULTIES OF EVERYDAY PEOPLE, by John Rathbone Oliver. *Knopf,* $2.50.
Knopf plans a consistent national advertising campaign to be carried on from now to Christmas. Promotion includes circularization of doctors, clergymen, etc.

PIER 17, by Walter Havighurst. *Macmillan,* $2.
A story of a Seattle seamen's strike. Advertising in book review mediums.

WINTER ORCHARD, by Josephine Johnson. *Simon & Schuster,* $2.50.
Short stories, many of them never published even in magazines, by the most recent Pulitzer Prize-winner. Stunning Salter jacket. S & S will probably have a poster.

The July Best Sellers

FICTION

1. GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin,* $2.50.	For the fifth month, "Green Light" streaks ahead, a lap ahead of the rest of the field. Thirty-six stores out of 87 sending us their lists, told us it outsold all other fiction during July.
2. TIME OUT OF MIND, by Rachel Field. *Macmillan,* $2.50.	Slowly but surely climbing the ladder. The month's leader at 18 large stores ranging from Connecticut to California.
3. YOUNG RENNY, by Mazo De La Roche. *Little, Brown,* $2.50.	Not far behind the leaders. First in the fiction field in 8 stores sending us their lists.
4. OF TIME AND THE RIVER, by Thomas Wolfe. *Scribner,* $3.	These first four novels are bunched in the lead of a lethargic field.
5. PATHS OF GLORY, by Humphrey Cobb. *Viking Press,* $2.50.	Up from seventh place in June.
6. NATIONAL VELVET, by Enid Bagnold. *Morrow,* $2.50.	Almost an old-timer, as books go, this still leads all fiction in the Personal Book Shop, Boston, Preston & Rounds, Providence and the Concord Book Shop, Chicago.
7. DEEP DARK RIVER, by Robert Rylee. *Farrar & Rinehart,* $2.50.	The only new title out of ten best sellers! Four stores, scattered nicely cross country, tell us it was their July leader.
8. COME AND GET IT, by Edna Ferber. *Doubleday, Doran,* $2.50.	Six months a best seller.
9. GOOD-BYE, MR. CHIPS, by James Hilton, *Little, Brown,* $1.25.	The 500 copies of the limited illustrated edition were sold out immediately upon publication.
10. NOW IN NOVEMBER, by Josephine Johnson. *Simon & Schuster,* $2.	See the Pulitzer Prize-winner's new book, Out This Week.

NON-FICTION

1. PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran,* $3.	Tops non-fiction for the second month, with sixteen large stores naming it as their July best seller.
2. FRANCIS THE FIRST, by Francis Hackett. *Doubleday, Doran,* $3.	These two Doubleday biographies are almost running in double harness at the head of non-fiction, their scores are so close.
3. CATHERINE, by Gina Kaus. *Viking Press,* $3.50.	Hot on the heels of the first two is this third biography. These were the three leaders in June also.
4. WHILE ROME BURNS, by Alexander Woollcott. *Viking Press,* $2.75.	Up from sixth place in June.
5. ROAD TO WAR, by Walter Millis. *Houghton Mifflin,* $3.	A best seller at 36 stores sending us their lists.
6. THE AUTOBIOGRAPHY OF JOHN HAYS HAMMOND. *Farrar & Rinehart,* $5.	Up from eighth place in June.
7. RATS, LICE AND HISTORY, by Hans Zinsser. *Little, Brown,* $2.75.	A steady best seller—in this place on the list for the third month.
8. R. E. LEE, by Douglas S. Freeman. *Scribner,* $15.	Received votes from 26 stores as a July best seller.
9. QUEEN VICTORIA, by E. F. Benson. *Longmans, Green,* $3.50.	There are no new non-fiction titles this month, but this biography is playing a return engagement. It dropped out in June, but made a big comeback in July. Led the lists of three New England stores, votes from 22 in all.
10. CULBERTSON'S NEW SUMMARY OF CONTRACT BRIDGE, by Ely Culbertson. *Winston,* $1.	Reported by 19 stores.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Bi:** Biography **Bu:** Business **Dr:** Drama **Ec:** Economics **Fi:** Fiction **Hi:** History **Ju:** Juveniles **Mu:** Music **Po:** Poetry **Re:** Religion **Sc:** Science **Sp:** Sports **Tr:** Travel **C.I.:** Collectors' Item

Fi

Addington, Sarah [Mrs. Howard Carl Reid]
Hound of heaven. 50p. D '35, c. '29, '35 N. Y., Appleton-Century 1.00
Dog heaven seemed wonderful to Padriac MacIneny, terrier, who sailed there on a cloud. But one thing was missing, so, with tremendous effort he jumped down—back to his "Boss."

Fi

Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]
Innocent bystander. 312p. D (Popular copyrights) [c. '33, '34] N. Y., [Grosset] .75

Barrows, Marjorie **Ju**
Johnny giraffe. no p. il. (pt. col.) O [c. '35] N. Y., Grosset bds., .50
A baby giraffe, who lives in Africa, runs away from his mother and father.

Ju
Little duck. no p. il. (pt. col.) O [c. '35] N. Y., Grosset bds., .50
A picture-story told by a baby duck on a farm.

Basler, Roy P. **Bi**
The Lincoln legend; a study in changing conceptions. 343p. (19p. bibl.) il. O c. Bost., Houghton 3.50
In this study of Lincoln the man, the author has tried to show how poets, novelists, playwrights and biographers have with the help of the folk-mind, created about Abraham Lincoln a national legend or myth.

Bible **Re**
The New Testament; ed. by M. R. James and Delia Lyttelton; il. by Eric Gill; v. 2, The Gospel according to St. Luke and The acts of the Apostles. 204p. il., maps D (Aldine Bible) ['35] N. Y., Dutton flex. cl., 2.00

Blake, Eleanor [Mrs. Benson K. Pratt] **Fi**
Seedtime and harvest. 275p. D [c. '35] N. Y., Putnam 2.00
The elemental drama of woman is portrayed in this story of Else's life, told against a background of the farmlands of Michigan.

Bliss, Henry Evelyn
A system of bibliographic classification. 353p. O c. N. Y., H. W. Wilson 7.00
The third volume of the author's "The Organization of Knowledge."

Boreham, Frank William
Ships of pearl. 288p. D [c. '35] N. Y., Abingdon 1.75
Essays and impressions by an Englishman who has spent about forty years as a minister of churches in New Zealand, Tasmania and Australia.

Briscoe, Herman Thompson **Sc**
General chemistry for colleges. 880p. (bibls.) il., diagrs. O [c. '35] Bost., Houghton 3.75

Britt, Sappho Henderson **Fi**
Love in Virginia. 295p. D '35 N. Y., Godwin 2.00

Bromfield, Louis **Fi**
The farm. 352p. O (Novels of distinction) [c. '33] [N. Y.], Grosset 1.00

Fi
The farm. 352p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Brooke, Hugh **Fi**
Saturday Island. 308p. D c. Garden City, N. Y., Doubleday 2.50
An amusing and appealing story of an ex-barmaid and a boy of eleven, heir to a title, who are stranded on a desert island, live there comfortably and strike up a fast friendship.

Brown, Ivor John Carnegie
The heart of England; foreword by J. B. Priestley. 128p. il. (col. front.) O (English countryside ser.) '35 N. Y., Scribner 2.75
An attempt to show how the Englishman lives, works and plays today.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Brown, John Henry Bi
Life and times of Henry Smith, the first American Governor of Texas [facsimile of 1887 ed.]. 395p. O '35 Austin, Tex., Steck Co. 3.50

Buck, Charles Neville Fi
Mountain justice; a tale of the Cumberlands. 314p. D '35, c. '29, '35 Bost., Houghton 2.00
An exciting tale laid in the Kentucky Cumberlands.

Buranelli, Prosper and others
The cross word puzzle book; 35th ser. 124p. D c. N. Y., Simon & Schuster 1.35

Byron, George Gordon Noël Byron, 6th baron
Don Juan, and other satirical poems; ed. by Louis I. Bredvold. 766p. (6p. bibl.) front. (por.) D (Doubleday-Doran ser. in lit.) [c. '35] Garden City, N. Y., Doubleday 1.50

Camborne, Thomas Fi
The wind of morning. 295p. D [c. '35] N. Y., Harcourt 2.00
A romance laid on a small island off the coast of France.

Carfrae, Elizabeth Fi
Lady by marriage. 248p. D [c. '35] N. Y., Putnam 2.00
Carrying out his promise to a dying woman, John Ambrose, a young English doctor, adopted six-year-old Sheila—a step that brought amazing changes into his life.

Carr, John Dickson [Carr Dickson, Carter Dickson, pseuds.] Fi
The Mad Hatter mystery. 300p. diagr. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Cary, Melbert B., jr. and Gordon, R. W. C.I.
Mademoiselle from Armentières; v. 2; lim. ed. 166p. il. '35 N. Y., Press of Woolly Whale half-lea., 10.00, priv. pr.
Two hundred and fifty-seven copies were published on July 1st.

Casey. R. J. Fi
The third owl. 312p. D (Popular copyrights) [c. '34] N. Y., Greenberg .75

Cheley, Frank Hobart Ju
Boy days and boy ways. 185p. D [c. '35] Phil., Judson Press 1.00
Character-building stories of boys' camp life.

Christie, Agatha Miller [Mrs. Max Edgar Lucien Mallowan] Fi
Mr. Parker Pyne detective. 245p. D (Popular copyrights) [c. '32, '33] N. Y., Grosset .75

Cleland, Herdman Fitzgerald Hi
Our prehistoric ancestors. 395p. (12p. bibl.) il. (pt. col.), maps, diagrs. D (De luxe eds.) [c. '28] Garden City, N. Y., Garden City Pub. Co. 1.22

Comstock, Harriet Theresa Smith [Mrs. Philip Comstock] Fi
Karen's destiny. 311p. D (Popular copyrights) [c. '34] [N. Y., Grosset] .75

Conkle, Ellsworth Prouty Dr
Loolie, and other short plays. 93p. D c. N. Y., S. French pap., .75

Cranston, Claudia Fi
Murder maritime. 302p. D [c. '35] Phil., Lippincott 2.00
A demonstration automobile, its upholstery crammed with opium, which Clarice Claremont innocently purchased and was taking to Europe on the *S.S. Atlantis*, is the focal point of this murder mystery.

Cullen, Countee Dr-Po
The Medea, and some poems. 103p. O c. N. Y., Harper 2.00
A new version of Euripides' tragedy. Virgil Thompson has composed music for the choruses, designed to be sung by Negroes. There are several poems in the volume in addition to the prose play.

Cuthbert, Gwen and King, Elizabeth Marriot
A lad of Dundee. 189p. il., map D (Children of world ser.) '35 Yonkers, N. Y., World B'k .76

Deeping, Warwick Fi
The eyes of love; a novel. 386p. D (Popular copyrights) ['33] N. Y., [Grosset] .75

De La Roche, Mazo Fi
Jalna. 347p. D (Popular copyrights) [c. '27] N. Y., Grosset .75

Dickens, Charles Fi
The posthumous papers of the Pickwick Club. 707p. O (Universal lib.) ['35] N. Y., Grosset 1.00

Didelot, Roger Francis ★ Fi
Death of the Deputy; tr. from the French by Elisabeth Abbott. 309p. D [c. '35] Phil., Lippincott 2.00
The murder of the Deputy's "double" precedes the death of the Deputy. Inspector Lecain of the Paris police is called upon to solve the mystery.

Dole, Malcolm Sc
Principles of experimental and theoretical electrochemistry. 562p. (bibl. footnotes) diagrs. D (Internat'l chemical ser.) c. N. Y., McGraw-Hill buck., 5.00

Agricultural Adjustment Administration
Agriculture's interest in America's world trade. 22p. '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

American Association of University Women, comp.
Summaries of studies on the economic status of women. 23p. O (U. S. Women's Bur. bull. no. 134) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Association of Land-Grant Colleges and Universities
Bibliography of studies of the home economics curriculum, 1926-1934. 76p. O (Office of Educ., vocational educ. bull. no. 179; Home economics ser. no. 17) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Children's Bureau
Children engaged in newspaper and magazine selling and delivering. 65p. O (Children's Bur. pub'n no. 227) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Cole, Arthur Harrison
A finding-list of British Royal Commission reports; 1860 to 1935 [bibliography]. 68p. O '35 Cambridge, Mass., Harvard pap., 1.00

Cook Mrs. Katherine Margaret O'Brien and Reynolds, Florence E., comps.
Good references on the curriculum and social change. 10p. nar. O (Office of Educ. bibl. no. 29) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

Dorland W. A. Newman, M.D. and Miller, E. C. L., M.D.
The American illustrated medical dictionary; 17th ed., rev. and enl. 1573p. il. '35 Phil., Saunders 7.00; thumb index ed., 7.50

Duvoisin, Roger **Ju**
All aboard! il. by the author. 44p. il. (pt. col.) F [c. '35] N. Y., Grosset bds., 1.00
A picture-story book in which a steam locomotive tells of its adventures while traveling across the country.

Eddison, Eric Rucker **Fi**
Mistress of mistresses; a vision of Zimiamvia. 467p. maps O [c. '35] N. Y., Dutton 3.50
The story of an imaginary land of the dead, mentioned in the author's previous novel, "The Worm Ouroboros."

Edwards, Jill
Personality pointers. 254p. (bibls.) diagrs. D [c. '34, '35] Ind., Bobbs-Merrill 1.50
Advice for women on how to develop a radiant personality.

Ettinger, Betty **Ju**
Joan and Jack; il. by the author. no p. il. (col.) obl. O c. '35 N. Y., Grosset bds., .50
A simple tale for small children told in picture and rhyming couplets.

Faherty, Robert **Fi**
Better than dying. 297p. D c. Garden City, N. Y., Doubleday 2.00
A story of the men and women of the underworld in a Florida coast city as they are seen by Uncle Billy, humane keeper of the city jail.

Farquhar, S. Edgar, ed.
Childcraft; 6 v. various p. il. Q [c. '34, '35] Chic., W. F. Quarrie & Co. 39.90
Issued in both a Teacher Series and a Parent Series. The first three volumes are the same in both series and a 64-page Art Book accompanies each set.

Fenton, Carroll Lane **Ju**
Along the hill; il. by the author. 96p. il., diagrs. obl. Tt (John Day b'k) [c. '35] N. Y., Reynal & Hitchcock 1.25
Geological information for children describing the rocks and soils, shells and fossils which show how the land once was and how it is slowly changing.

Field, Joseph E. **Hi**
Three years in Texas [facsimile of 1836 ed.]. 36p. D '35 Austin, Tex., Steck Co. 2.00

Fletcher, John Gould **C.I.-Po**
Twenty-four elegies; lim., numbered, signed ed. 94p. O ['35] Santa Fe, N. M., Writers' Eds. 2.50
Four hundred and thirty copies were published on July 10th.

Foote, Henry Stuart **Hi**
Texas and the Texans; 2 v. [facsimile of 1841 ed.]. 717p. O '35 Austin, Tex., Steck Co. 7.50

Foote, John Taintor **Fi**
Change of idols. 52p. D '35, c. '34, '35 N. Y., Appleton-Century 1.00
The tale of sixteen year old Dave Caruthers' transition from a mooncalf lover to a fisherman of renown.

Fulmore, Z. T.
History and geography of Texas as told in county names [facsimile of 1915 ed.]. 312p. O '35 Austin, Tex., Steck Co. 3.00

Gardner, Erle Stanley **Fi**
The case of the howling dog. 295p. D (Popular copyrights) [c. '34] N. Y., Grosset .75

Gay, Robert Malcolm
Reading and writing; a method and a manual of compositional exercises to accompany the study of literature. 284p. D '35 Bost., Little, Brown 1.25

Gay, Romney **Ju**
The funny noise [il. by the author]. no p. il. (col.) sq. D c. '35 N. Y., Grosset bds., .50
Toby, Sue and Cinder the cat hear mysterious noises and find a pleasant surprise. For little children.

Givens, Charles G. **Fi**
The rose petal murders. 304p. diagr. D [c. '35] Ind., Bobbs-Merrill 2.00
A mystery of murders on a big city daily paper, with a leitmotif of scattered rose petals.

Greenberg, Benjamin Charles **Sc**
The story of evolution; facts and theories on the development of life. 489p. il., diagrs. O (Star b'ks) [c. '29] Garden City, N. Y., Garden City Pub. Co. 1.00

Gregory, Jackson **Fi**
The island of allure. 298p. D (Popular copyrights) [c. '27, '28] N. Y., [Grosset] .75

Greig, Maysie {Mrs. Delano L. Ames, Madeline Thompson, pseud.} **Fi**
Marry in haste. 305p. D '35, c. '32-'35 Garden City, N. Y., Doubleday 2.00
A marriage arranged by parents ends with the bride adrift in a rowboat, alone, on her wedding night. The ex-convict yachtsman who picks her up, helps her find true happiness.

Fi
Professional lover. 282p. D (Popular copyrights) [c. '32, '33] N. Y., Grosset .75

Griffith, Llewelyn Wyn **Bi**
Spring of youth; foreword by David Lloyd George. 142p. D [c. '35] N. Y., Dutton 1.50
Reminiscences of the author's boyhood in Wales at the beginning of the present century.

Hadida, Sophie C.
Your telltale English. 424p. S [c. '35] N. Y., Putnam 2.00
A handbook for the correction of mistakes in English.

Hagedorn, Hermann **Bi**
The magnate; William Boyce Thompson and his time (1869-1930). 351p. (bibls.) il. O (John Day b'k) [c. '35] N. Y., Reynal & Hitchcock 3.00
A biography of the late William Boyce Thompson, an American business magnate who was a strange combination of go-getter and philosopher, grabber and philanthropist, realist and dreamer.

Hall, William T. **Sc**
Textbooks of quantitative analysis; 2nd ed. 350p. O '35 N. Y., Wiley 3.00

Hammett (Dashiell) omnibus; Red harvest; **Fi**
The Dain curse; The Maltese falcon. 809p. D '35, c. '27-'30 N. Y., Knopf 2.00

Dreisonstok, Joseph Young
Navigation tables for mariners and aviators; 5th ed., rev. by Elmer B. Collins. 89p. front. O (U. S. Hydrographic office pub'n no. 208) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

Frederic, Katharine A.
Trained personnel for public service. 54p. (bibl.) O '35 Wash., D. C., Nat'l League of Women Voters pap., .25

Gimplin, Edith Blanche
Edith sings [verse]. no p. front. (por.) S [c. '35] N. Y., Poets Press pap., 1.00

Goodrich, Carter and others
Migration and planes of living, 1920-1934. 119p. (bibl. footnotes) maps (pt. col.), diagrs. O (Study of population redistribution bull. no. 2) c. Phil., Univ. of Pa. Press pap., 1.00

Harrap, George G.
Some memories, 1901-1935; a publisher's contribution to the history of publishing. 172p. il. D '35 N. Y., Harcourt 1.50
The managing director of the House of Harrap describes the various stages in the history of that distinguished English publishing firm.

Hartley, Dorothy
The countryman's England. 128p. il. (col. front.) O (English countryside ser.) '35 N. Y., Scribner 2.75
How the country-people live and work in all the various sections of England. Illustrated with many photographs and line drawings.

Hauck, Mrs. Louise Platt Fi
Friday's child. 308p. D (Popular copyrights) [c. '34] [N. Y., Grosset] .75

Havighurst, Walter Fi
Pier seventeen; a novel. 260p. D c. N. Y., Macmillan 2.00
A dramatic story of a waterfront strike on the Pacific coast.

Herrington, Evelyn M.
Homemaking; an integrated teaching program. 217p. (11p. bibl.) diagrs. D [c. '35] N. Y., Appleton-Century 2.00
An outline of a home economics teaching program for high schools.

Holland, Rupert Sargent Ju
Yankee ships in pirate waters. 317p. il. (pt. col.) O [c. '31] [Garden City, N. Y., Garden City Pub. Co.] 1.00

Holt, Henry Fi
The sinister Shadow; a case for Inspector Silver C. I. D. New Scotland Yard. 329p. D (Popular copyrights) [c. '34] [N. Y., Grosset] .75

Holtby, Winifred Fi
Mandoa, Mandoa! a comedy of irrelevance. 402p. D (Popular copyrights) [c. '33] N. Y., [Grosset] .75

Hooke, Samuel Henry, ed. Re
The Labyrinth; further studies in the relation between myth and ritual in the ancient world. 302p. (bibl. footnotes) il., diagrs. O ['35] N. Y., Macmillan 4.50

Hope, Edward, pseud. [Edward Hope Coffey] Fi
Calm yourself! 318p. D (Popular copyrights) [c. '34] [N. Y., Grosset] .75

Horgan, Paul Fi
The fault of angels. 357p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Horrabin, James Francis Hi
An atlas of European history, from the second to the twentieth century. 155p. maps D c. N. Y., Knopf 1.50
This companion volume to the author's "An Atlas of Current Affairs" contains seventy maps with a page of text facing each.

Houston, Margaret Bell [Mrs. M. S. Kauffman] Fi
Gypsy weather. 274p. D c. N. Y., Appleton-Century 2.00
A mysterious marriage, in the great stone Joris house up the Hudson, complicates the lives of Hope, the girl, and Ruppert and Dirk Joris, brothers.

Hughes, Rupert Fi
The man without a home; a novel. 288p. O c. N. Y., Harper 2.00
The love story of John Howard Payne and Mary Godwin Shelley introduces many real characters of their period.

Idley, Peter
Peter Idley's Instructions to his son; ed. by Charlotte d'Evelyn. 247p. (bibl. footnotes) il. O (Modern Lang. Ass'n of Amer. monograph ser.) '35 Bost., Heath 2.50
A study of a 15th century English book, its author, and his background.

Jackson, Frederick Dr
The bishop misbehaves; a comedy in three acts. 118p. il., diagrs. D (French's standard lib. ed.) c. '35 N. Y., S. French pap., .75

James, Dan Fi
Gun thunder on the Rio. 295p. '35 N. Y., Godwin 2.00

Jastrow, Joseph
Piloting your life; the psychologist as helmsman. 388p. D (Star b'ks) [c. '30] Garden City, N. Y., Garden City Pub. Co. 1.00

Johnson, Josephine Fi
Winter orchard, and other stories. 308p. D c. N. Y., Simon & Schuster 2.50
Twenty-two stories, many of which have not appeared in print before, by the most recent winner of the Pulitzer fiction prize.

Keating, Lawrence A. Fi
Fleming's folly. 256p. D (Popular copyrights) [c. '34] N. Y., Grosset .75

Keats, John
Complete poems and selected letters; ed. by Clarence DeWitt Thorpe. 719p. (3p. bibl.) front. (por.) D (Doubleday-Doran ser. in lit.) [c. '35] Garden City, N. Y., Doubleday 1.50

Harwood, E. C. and Ferguson, Donald G.
Inflation. 64p. diagrs. O [n.d.] Cambridge, Mass., Amer. Inst. for Economic Research, 1200 Massachusetts Ave. pap., 1.00

Henderson, Mrs. Gertrude Mevis
The public library as a government service. 8p. (bibl.) O ['35] Wash., D. C., Nat'l League of Women Voters apply

Hulburd, Mrs. Mary Flagg
Bits of Vermont; poems. 44p. D [c. '35] Shelburne, Vt., Excelsior Press apply

Jaeger, Walter
Trading under the laws of Great Britain. 179p. (bibl.) O (U. S. Bur. of Foreign and Domestic Commerce trade promotion ser. no. 153) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .15

Jehle, Mimi Ida
Das deutsche Kunstmärchen von der Romantik zum Naturalismus. 196p. (6p. bibl.) Q (Ill. studies in lang. and lit., v. 19, nos. 1-2; Univ. of Ill. bull., v. 32, no. 44) '35 [Urbana], Univ. of Ill. pap., 2.50

Jensen, L. J.
Major trends in American economics from 1492 to 1950; an analysis and a forecast. 20p. (bibl.) O [c. '35] Kansas City, Mo., Geo. E. Liggett & Associates, 112 W. 9th St. pap., 1.00

Kanner, Leo
Child psychiatry. 527p. (bibl.) Q '35 Springfield, Ill., Chas. C. Thomas 6.00

Kerr, Hugh Thomson, D.D. **Re**

A God-centered faith; studies in the Reformed faith. 189p. (bibls.) D [c. '35] N. Y., Revell 1.75

These five lectures were delivered this year at Princeton Theological Seminary under the L. P. Stone Foundation. The author is pastor of the Shadyside Presbyterian Church in Pittsburgh.

Klineberg, Otto

Race differences. 376p. (bibls.) D c. N. Y., Harper 2.50

Gathering together the findings of all the sciences in this study of the races of men from biological, psychological and cultural approaches.

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The Cappy Ricks Special. 276p. D '35, c. '23-'35 N. Y., Kinsey 2.00

A collection of Cappy Ricks stories.

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All the young men; stories. 272p. O '35, c. '30-'35 Bost., Houghton 2.50

Twelve stories, many of them about the Indians of the Southwest, some with other backgrounds.

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An innocent man is saved from the gallows by Bill Crane who has six days in which to work on seven queer people. Crime Club selection.

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The diary of Terwilliger Jellico (Jelly for short). no p. il. (col.) O c. '35 N. Y., Grosset bds., .50

One summer week's diary kept by a little farmyard mouse.

Legouis, Emile Hyacinthe: Cazamian, Louis François ★

A history of English literature; The Middle Ages and the Renascence (650-1660); Modern times (1660-1932); tr. from the French by Helen Douglas Irvine and others; rev. 1 v. ed. 1473p. (bibl., bibl. footnotes) il. O c. N. Y., Macmillan 5.00

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The machine to kill. 254p. D c. N. Y., Maccaulay 2.00

A brilliant young surgeon creates a living automaton, using for brain that of the fiendish Benedict Masson, "Bluebeard of Corbillieres." At large, it menaces the Parisian populace.

Libby, Margaret Sherwood

The attitude of Voltaire to magic and the sciences. 299p. (21p. bibl.) O (Studies in hist., economics and public law, no. 408) '35 N. Y., Columbia Univ. Press 3.75

A study of the effect of the scientific discoveries of the 17th and 18th centuries on the mind of the great French philosopher.

Lincoln, Abraham **C.I.**

Famous speeches; introd. by William H. Townsend [lim. numbered ed.]. 112p. front. (por.) O [c. '35] New Rochelle, N. Y., Peter Pauper Press 2.00; lea., 5.00

Eleven famous speeches by Abraham Lincoln. Nine hundred and fifty copies were published in July. The fifty de luxe copies are bound in maroon leather and printed on white Shadowmould paper.

Lindemann, Paul **Re**

Ambassador of Christ. 165p. D '35 St. Louis, Concordia 1.00

Lopatecki, Eugene de

Advertising layout and typography. 146p. il. O '35 N. Y., Ronald Press 3.00

Lothar, Ernst **★Fi**

The clairvoyant; tr. [from the German] by Beatrice Ryan. 358p. D (Popular copyrights) [c. '32] N. Y., [Grosset] .75

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McDannald, A. H. and McDonnell, J. B., eds.

The Americana annual, 1935; an encyclopedia of current events. 795p. il. O c. Chic., Americana Corp., 333 N. Michigan Ave. 8.00-12.00

An encyclopedia of world events during 1934.

C.I.

McMurtrie, Douglas C. and Allen, Albert H.

Early printing in Colorado; introd. by Malcolm G. Wyer [lim., numbered ed.]. 306p. (bibl.) il. O '35 Denver, A. B. Hirschfeld Press, 1846 California St. buck., 6.00

Two hundred and fifty copies were published in June.

McNutt, William Roy, D.D. **Re**

Polity and practice in Baptist Churches. 274p. (4p. bibl.) D [c. '35] Phil., Judson Press 1.50

Mawson, Christopher Orlando Sylvester

The dictionary companion. 491p. O (De luxe eds.) [c. '32] Garden City, N. Y., Garden City Pub. Co. buck., 1.39

Mayer, Frederick Philip, ed.

Victorian prose. 321p. (bibls.) D (Nelson's English ser.) '35 N. Y., Nelson 1.75

Mellor, Joseph William **Sc**

A comprehensive treatise on inorganic and theoretical chemistry; v. 14. 900p. (bibls.) diagrs. O '35 N. Y., Longmans 20.00

Miller, Carl W. **Sc**

Introduction to physical science; 2nd ed. 409p. O '35 N. Y., Wiley 3.00

Miller, Dayton Clarence **Sc**

Anecdotal history of the science of sound, to the beginning of the twentieth century. 126p. (7p. bibl.) il., diagrs. O c. N. Y., Macmillan 2.50

The author is professor of physics in the Case School of Applied Science in Cleveland.

Keracher, John

Economics for beginners; elementary economics in simple language. 40p. S c. Chic., Charles H. Kerr & Co. pap., .10

Producers and parasites. 28p. S c. Chic., Charles H. Kerr & Co pap., .10

Leach Richard I. and Sutherland, S. S.

Poultry problems. 94p. (bibl.) Q '35 Ann Arbor, Mich., Edwards Bros. pap., .90

Library Extension Division State Library, comp.

Statistics of the libraries of Illinois, 1934. 24p. O '35 Springfield, Illinois State Lib. pap., apply

Morrow, Glenn R.

Studies in the Platonic Epistles; with a translation and notes. 234p. (bibl., bibl. footnotes) Q (Ill. studies in lang. and lit., v. 18, nos. 3-4; Univ. of Ill. bull., v. 32, no. 43) '35 [Urbana], Univ. of Ill. pap., 3.00

Morton, Edward Perry and Bentley, Byron R.

Business law of contracts and sales by cases. 455p. O [c. '35] Cin., South-Western Pub. Co. 3.25

Moseley, Alexander W.

Water supply in buildings. 92p. (2p. bibl.) diagrs. O c. Evanston, Ill., Mumm Print Shop, University Pl. pap., apply

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Our Korean friends. 191p. il. D [c. '35] N. Y., Revell 2.00
Stories of life among the natives of Korea, told by a Presbyterian missionary.

Murray, David Leslie **Fi**
Trumpeter, sound! 459p. il. D (Popular copyrights) [c. '33, '34] N. Y., [Grosset] .75

Norton, Roy **Fi**
The Blossom Belle. 250p. D (Popular copyrights) [c. '34] N. Y., Grosset .75

Ofaire, Cilette **★Tr**
The San Luca; tr. from the French by Beren Van Slyke [il. by the author]. 307p. D c. N. Y., Simon & Schuster 2.50
An account of the wandering life led by the author and her husband, French artists, who rehabilitated an abandoned boat and drifted along the waterways of France, Germany, Holland and Czechoslovakia in an attempt to escape from a depression world.

Oglevee, Mrs. Louise McAroy **Ju**
Bible text stories for boys and girls. 262p. il. D [c. '35] Cin., Standard Pub. Co. 1.50

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The ordinary difficulties of everyday people. 323p. O c. N. Y., Knopf 2.50
A frank, helpful discussion of the problems that confront human beings during childhood, adolescence, youth, middle age and old age.

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The voice of England. 640p. (7p. bibl.) O c. N. Y., Harper 3.00
The whole story of literature in England, emphasizing its beauty, the human side of its writers and considering the whole stream without breaking it down into subdivisions.

Parkman, Sydney Muller **Fi**
Out from Shanghai. 299p. D c. N. Y., Harper 2.00
An Englishman's exciting adventure in the Far East, aboard a Chinese tramp steamer.

Parrott, Mrs. Katherine Ursula Towle **Fi**
The tumult and the shouting. 349p. O (Popular copyrights) [c. '33] N. Y., [Grosset] .75

Paull, Grace **Ju**
Four friends. no p. il. (pt. col.) O c. '35 N. Y., Grosset bds., .50
In picture and simple text are described the adventures in play of two boys, a duck and a rooster.

Pennell, Mary Elizabeth and Cusack, Alice Mattie
The teaching of reading for better living. 476p. (bibls. and bibl. footnotes) D [c. '35] Bost., Houghton 2.00
Suggestions for the teaching of reading from kindergaten through sixth grade.

Penrose, Matt R.
Pots o' gold. 233p. il. D [c. '35] Carson City, Nev., June Wilson, Penrose B'k 2.00

Perkin, Frederick Mollivo **Sc**
Qualitative chemical analysis, organic and inorganic; 5th ed., rev. by Julius Grant. 387p. diagrs. (col. front.) O ['35] N. Y., Longmans 3.50

Pickford, Mary **Fi**
The demi-widow. 272p. D [c. '35] Ind., Bobbs-Merrill 2.00
Paris and the theatrical world is the background of this glamorous romance by America's famous screen star.

Pinkevich, Albert Petrovich
Science and education in the U.S.S.R. 176p. D (New Soviet lib., no. 12) '35 N. Y., Putnam 1.75
A descriptive and explanatory study of the structure, theory and achievements of the educational system in Russia since the revolution.

Pope, Clifford H. **Sc**
The reptiles of China. 604p. il. Q (Natural hist. of Central Asia, v. 10) '35 N. Y., Amer. Mus. of Natural Hist. 10.00

Poynter, Beulah **Fi**
The enchanted hour. 249p. D [c. '35] N. Y., Regent House, 443 4th Ave. 2.00
Marah Seddon offers a haven, understanding and love to the stranger who fell unconscious at her door during a blizzard.

Randall, William R. **Fi**
The crystal eye. 256p. D [c. '35] N. Y., Regent House, 443 4th Ave. 2.00
A jewel of mysterious qualities, from Africa, is an important element in a murder that takes place in New York.

Rayner, Edwin
Famous cathedrals and their stories. 48p. il. (pt. col.), diagrs. obl. O [c. '35] N. Y., Grosset bds., 1.00
Brief descriptions and pictures of famous cathedrals throughout the world, together with a short survey of the evolution of the cathedral and its architecture.

Reed, Langford, ed. **Po**
Mr. Punch's limerick book; foreword by A. P. Herbert. 156p. il. O '35 N. Y., Loring & Mussey 2.00

Reighard, Jacob Ellsworth and Jennings, H. S. **Sc**
Anatomy of the cat; 3rd and enl. ed. by Rush Elliott. 613p. (bibl.) diagrs. O [c. '01-'35] N. Y., Holt 4.75
With this text is bound the authors' "Dissection of the Cat," 2nd ed., which is also sold separately at $1.25.

National planning and rural life; proceedings of the seventeenth American Country Life Conference, Washington, D. C., November 16-19, 1934. 156p. D (Amer. Country Life Ass'n pub'n) [c. '35] [Chic.], Univ. of Chic. Press apply

Nienburg, Bertha Marie von der
Potential earning power of southern mountaineer handicraft. 61p. O (Women's Bur. bull. no. 128) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Pidgeon, Mary Elizabeth
Variations in wage rates under corresponding conditions. 62p. O (Women's Bur. bull. no. 122) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Pierre, Charles Grand
The little guide of Greenwich Village; to make the Village better known, better understood—hence loved. 18p. S c. '35 N. Y., Author, 22 Cornelia St. pap., apply

Reid, Frances
Foods for smart entertaining; menus and tested recipes for many delightful occasions. 32p. il. O [c. '35] [N. Y., Home Institute, 243 W. 17th St.] apply

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Medicine in the Middle Ages. 414p. il. O '35 N. Y., P. B. Hoeber 5.00

Roberts, Kenneth Lewis
For authors only, and other gloomy essays. 446p. il. D '35, c. '25-'35 Garden City, N. Y., Doubleday 2.50
Essays, by a novelist, on memorabilia of an author's world. Oxford, Italy, and the Great North Woods are some points of departure.

Robeson, Dave **Bi**
Al G. Barnes, master showman. 460p. il. D c. Caldwell, Id., Caxton Printers 3.00
The life story of a famous circus showman as he told it to the author.

Robson, William Alexander
Civilisation and the growth of law. 369p. (bibl. footnotes) O c. N. Y., Macmillan 2.50
A study of the relations between men's ideas about the universe and the institutions of law and government.

Schniebs, Otto and McCrillis, John Wilmarth **Sp**
Modern ski technique; 3rd ed., rev. 119p. il. S [c. '35] Brattleboro, Vt., Stephen Daye Press 1.25

Schwertner, Rev. Thomas M. **Re-Bi**
St. Raymond of Pennafort. 158p. D (Dominican lib. of spiritual works, v. 2) '35 Milwaukee, Bruce 1.50

Scott, Jack **Fi**
Hostile plains. 252p. D (Popular copyrights) [c. '34] N. Y., Grosset .75

Seabrook, William Buehler **Bi**
Asylum. 276p. D [c. '35] N. Y., Harcourt 2.00
The author of "The Magic Island" writes a candid account of his stay in an institution for mental patients, to be cured of alcoholism.

Semashko, Nikolai Alexandrovich
Health protection in the U.S.S.R. 176p. D (New Soviet lib., no. 2) '35 N. Y., Putnam 1.75
An outline of the basic principles and structure of the Soviet health service, by a former People's Commissar of Health.

Sherman, Harold
Your key to happiness. 177p. D c. N. Y., Kinsey 1.50
An inspirational volume giving suggestions on how to use one's subconscious mind in order to achieve health, happiness and prosperity.

Sigler, P. N. **Re**
God speaks again in Palestine. 236p. (bibl.) il., map D [c. '35] Dayton, O. [Modmir Pub. Co., Reibold Bldg.] 2.00
Articles on the present restoration of Palestine.

Simpson, Margarete
Parent preferences of young children. 93p. (2p. bibl.) diagrs. O (Contribs. to educ., no. 652) c. N. Y., Teachers Coll., Columbia Univ. 1.50

Sitwell, Osbert and Barton, Margaret
Brighton. 373p. (4p. bibl.) il., maps O '35 Bost., Houghton 4.00
A history of an English seaside town which traces its astonishing growth from a tiny fishing village in the time of Charles II to its popularity as a great resort in the days of the Regency.

Smith, Harry Worcester **Sp**
Life and sport in Aiken and those who made it. 252p. il. O '35 N. Y., Derrydale 10.00

Snedden, David Samuel
An introductory sociology for teachers. 467p. (bibls.) O (Nelson educ. ser.) c. N. Y., Nelson 2.00

[Spalding, Baird T.]
Life and teaching of the masters of the Far East; v. 3. 180p. D (Sun ser.) [c. '35] Los Angeles, De Vorss & Co. 2.00; pap., 1.50
An account of the author's experiences in the Himalayas of India, together with notes on oriental philosophical teachings.

Speck, Frank Gouldsmith
Naskapi; the savage hunters of the Labrador peninsula. 248p. (bibl. footnotes) il., maps, diagrs. O (Civilization of American Indian ser.) c. Norman, Univ. of Okla. Press 3.50
A study of the race culture of the Naskapi, who have retained their isolation in Labrador, in spite of contact with whites.

Sanborn, George Knight
Elementary algebra; review outline and exercises. 85p. D [c. '35] N. Y., Harcourt pap., .50

Spalding, Phebe Estelle
San Antonio de Padua. no p. il. D (Patron saints of Cal.: Franciscan ser., no. 2) ['35, c. '34] [Claremont, Cal., Saunders Studio Press] pap., .25

San Diego and Santiago. no p. front. D (Patron saints of Cal.: Franciscan ser., no. 3) ['35, c. '34] [Claremont, Cal., Saunders Studio Press] pap., .25

San Francisco. no p. il. D (Patron saints of Cal.: Franciscan ser., no. 1) [c. '35] [Claremont, Cal., Saunders Studio Press] pap., .25

Speck, Frank G.
Catawba texts. 109p. O (Columbia Univ. contribs. to anthropology, v. 24) ['35] N. Y., Columbia Univ. Press 2.00

Tandy, Elizabeth Carpenter
Comparability of maternal mortality rates in the United States and certain foreign countries; a study of the effects of variations in assignment procedures, definitions of live births, and completeness of birth registration. 29p. O (Children's Bur. pub'n no. 229) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Thompson, Laura Amelia, comp.
Unemployment insurance and reserves in the United States; a selected list of recent references. 59p. O (U. S. Bur. of Labor Statistics bull. no. 611; Employment and unemployment ser.) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Torres-Rioseco, Arturo and Silva-Castro, Raúl
Ensayo de bibliografia de la literatura Chilena. 81p. O (Bibls. of Spanish-American lit.) '35 Cambridge, Mass., Harvard pap., .75

Treasury Dept., Budget Bureau
Budget of United States government for fiscal year 1936. 973p. '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 1.50

U. S. Civil Service Commission
Official register of the United States, 1934. 211p. '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. .85

Wagner, Günter
Yuchi; extract from the Handbook of American Indian languages, v. 3. 88p. O ['35] N. Y., Columbia Univ. Press pap., 1.50

Welles, Sumner
The Roosevelt administration and its dealings with the republics of the Western Hemisphere. 16p. nar. O (U. S. Dept. of State pub'n no. 692; Latin American ser., no. 9) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Wilson, W. Ker
Practical solution of torsional vibration problems. 438p. (bibl.) diagrs. O '35 N. Y., Wiley 7.00

Winrod, Gerald Burton
Martin Luther and the Reformation. 53p. il. D [c. '35] Wichita, Kan., Defender Publishers pap., .25

Swan, Oliver G., ed. **Ju**
Anchors aweigh! tales of wooden ship days [original title Deep water days]. 235p. il. (pt. col.) O [c. '29] N. Y., Grosset 1.00

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Covered wagon days. 274p. il. (pt. col.) O [c. '28] N. Y., Grosset 1.00

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Deep water days. 278p. il. (pt. col.) O [c. '29] N. Y., Grosset 1.00

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Frontier days. 250p. il. (pt. col.) O [c. '28] N. Y., Grosset 1.00

Tarkington, Booth **Fi**
Alice Adams. 434p. D (Popular copyrights) [c. '21] N. Y., Grosset .75

Thomas, Brandon **Dr**
Charley's aunt; a play in three acts. 105p. il., diagrs. O (French's standard lib. ed.) c. '35 N. Y., S. French pap., .75

Thomas, Sir William Beach **Tr**
Village England. 314p. il. O '35 N. Y., Macmillan 3.00
Essays on the social and scenic charms of village life in England throughout the changing seasons, by the author of "The Yeoman's England."

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Guide to Mexico; 3rd ed., rev. and enl. 264p. il., maps D '35 Chic., Argus B'ks 1.50

Travers, Pamela L. **Tr**
Moscow excursion. 121p. D ['35] N. Y., Reynal & Hitchcock 1.50
The author of "Mary Poppins" writes informally of her holiday trip to Soviet Russia.

Vance, James Isaac, D.D. **Re**
"Thus pray ye." 90p. D [c. '35] N. Y., Revell 1.00
Seven sermons on the Lord's Prayer.

Verner, Gerald **Fi**
The hangman. 283p. '35 N. Y., Godwin 2.00

Wakeling, Arthur, ed.
Things to make in your home workshop. 256p. il., diagrs. O [c. '30] N. Y., Grosset 1.00

Wall, Bernhardt **Hi**
Following General Sam Houston [facsimile ed.]. 125p. sq O. '35 Austin, Tex., Steck Co. 3.00

Ward, Gilbert Oakley
Publicity for public libraries; principles and methods for librarians, library assistants, trustees, and library schools; 2nd ed. 448p. (35p. bibl.) diagrs. D '35 N. Y., H. W. Wilson 2.40

Waring, Dorothy **Bi**
American defender. 267p. il. O [c. '35] N. Y., Robert Speller 3.00
A biography of Congressman Samuel Dickstein of New York.

Watson, Arthur Chace and Fassett, Frederick G., jr.
A cast of characters; readings in biography. 220p. '35 Cambridge, Mass., Mass. Inst. of Technology 2.50

West, Alray **Fi**
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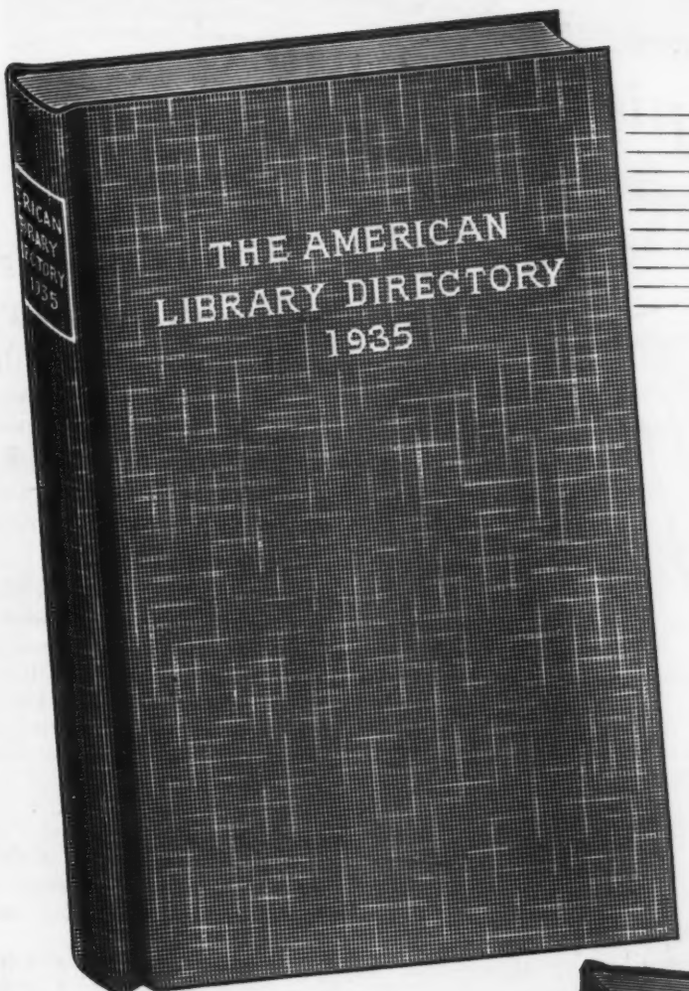
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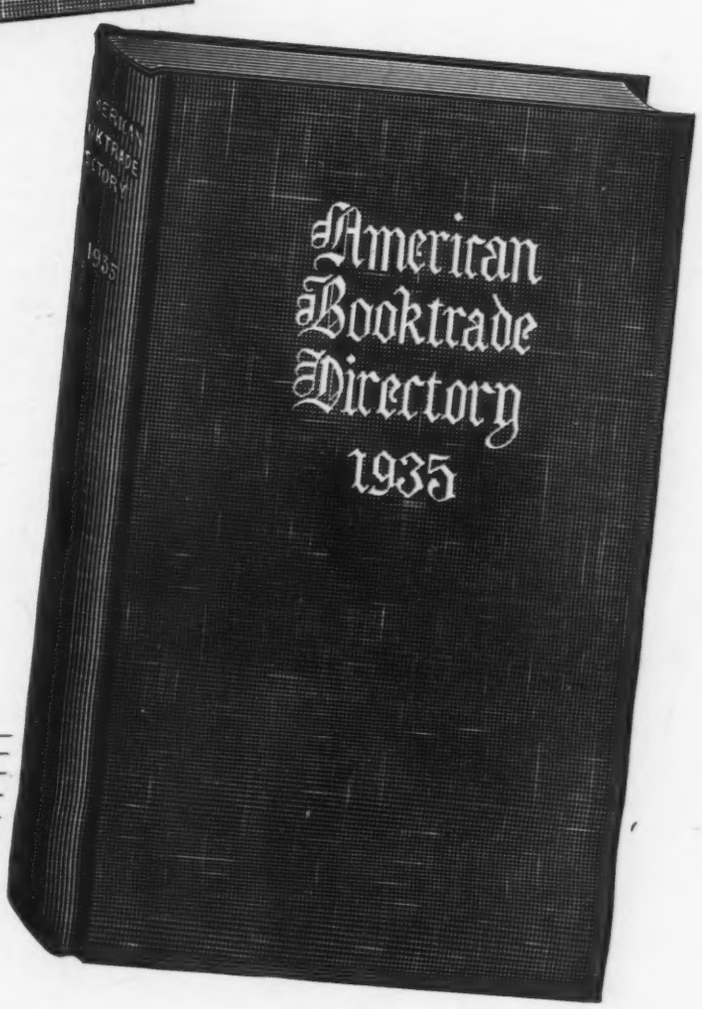
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